

What's the Diagnosis?

**Latinos,
Media
& Health**



Office of Minority Health
Resource Center
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THE HENRY J.
**KAISER
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FOUNDATION



A National
and Three
Region Survey
of Latinos
on the Media
and Health,
1998

By Mollyann Brodie, Ph.D.,
Nina Kjellson, Tina Hoff,
and Larry Hugick

With contributions from
Molly Parker and
Dawn Crossland



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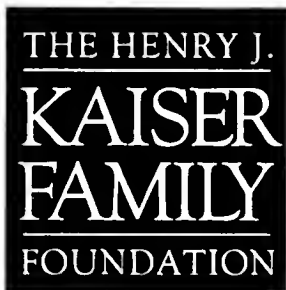
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A Series of Three Reports from the Kaiser Family Foundation:
A National and Three Region Survey of Latinos on the Media and Health, 1998

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Other reports in the Series:

A Study of Health Coverage in Latino Newspapers, Television and Radio News, 1997-1998

A Study of Sexual Health Coverage in Latino Magazines, 1997-1998

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Introduction

Latinos, Media and Health

Latinos are disproportionately affected by some of the most serious health problems facing our country. They are more likely to be uninsured and face problems accessing health care when needed. Young Latinos, in particular, are confronting very high rates of unintended pregnancy and sexually transmitted diseases. Latinos have also been hit hard by the AIDS epidemic, and worry about its impact on their families and communities. Other medical conditions such as diabetes, tuberculosis, asthma, and certain cancers also disproportionately affect Latinos.

Studies show that many of the 29 million Latinos in the United States today rely on Spanish-language and other Latino-oriented media for information, particularly about health issues. At the same time, Latino-oriented media in this country has grown dramatically in numbers as well as in influence. Yet, as compared to the general market media, much less is known about the coverage of health (or other) issues in Spanish-language and other Latino-oriented media.

In a series of three reports, the Kaiser Family Foundation, an independent health care philanthropy, provides new insight into how health is covered by national and key regional Latino-oriented media, as well as the role of *all* media today as information sources for Latinos on important health issues.

Introduction to Survey

As part of a broader initiative to explore the relationships between media use and health information among Latinos living in the US, the Kaiser Family Foundation undertook a survey of 2,006 Latinos in the continental US. The survey sought to explore use of general and Latino-oriented media as health information sources and to assess Latinos' awareness and concerns about key health issues, such as access to health care services and medical conditions more prevalent among Latinos. In addition, the survey highlights related health or health-care information needs. Survey findings also provide an in-depth look at health information and media use in certain subgroups of the Latino population to explore important differences and similarities across age groups, ethnic backgrounds, language preference and immigrant status.

In addition to a national sample of Latinos, distinct samples of 500 Latinos in three key markets—in Los Angeles, Miami and New York—were surveyed to provide regional snapshots. As a window onto Latino-oriented media use and the health and medical issues most salient for Latinos, the survey aims to inform efforts to improve coverage of Latino health issues by both the Spanish-language and general market media that serve Latino audiences throughout the US.

Snapshot of Findings from National Survey

- There is widespread concern among Latinos about a variety of health issues. Latinos see a heavy and sometimes disproportionate burden on the communities in which they live as a result of various health problems.
- Latinos are eager to know more and seek additional information about a variety of health issues—ranging from talking with children about sensitive health topics to accessing health care services to information about specific medical conditions;
- Latinos look to the media as an important resource for health information. Many turn frequently to various media sources to provide health information: in the past year, eight in ten Latinos received information about health or health care from television—one in three received *a lot*. And many got health information from newspapers (59 percent), magazines (58 percent), and radio (55 percent)
- While Latinos generally rate the media they use most often favorably in terms health reporting, they see room for improvement. Many say they want more coverage on health in general, as well as particular health topics such as changes in health policy, preventive health measures, birth control, and diet and nutrition.
- For most Latinos, English-language “general” media is the most common source of news (52 percent), and health information specifically (60 percent).
- But, Spanish-language and other Latino-oriented media sources play an important role for Latinos: two in five (38 percent) report “preferring” these Spanish-language outlets as a source of all news, 33 percent for health news, specifically.

Survey Findings

Latinos Express Widespread Concern About Health Issues

Latinos disproportionately experience barriers to health care as well as increased rates of certain health problems. Latinos surveyed clearly see the impact of these burdens and identify a range of health problems as strong concerns both for Latinos living in their communities, as well as problems for which Latinos are at greater risk generally.

Certain health conditions stand out as being more prevalent among Latino populations. Included are diabetes, hypertension, tuberculosis, certain cancers, HIV/AIDS, as well as certain environmental illnesses. In addition, rates of drug and alcohol addiction and unplanned teenage pregnancy are higher among Latinos.¹ For some of these conditions, Latinos perceive elevated risk; for others, their perceptions are mixed.

Over two thirds of all Latinos identify unplanned teenage pregnancies (73 percent), diabetes (69 percent) and high blood pressure (69 percent) as health problems for which Latinos are at greater risk. While about half say Latinos are at greater risk for sexually transmitted diseases (49 percent) and asthma (48 percent). Awareness is lower for increased risk for HIV (43 percent), breast and cervical cancer (43 percent) and tuberculosis (41 percent).

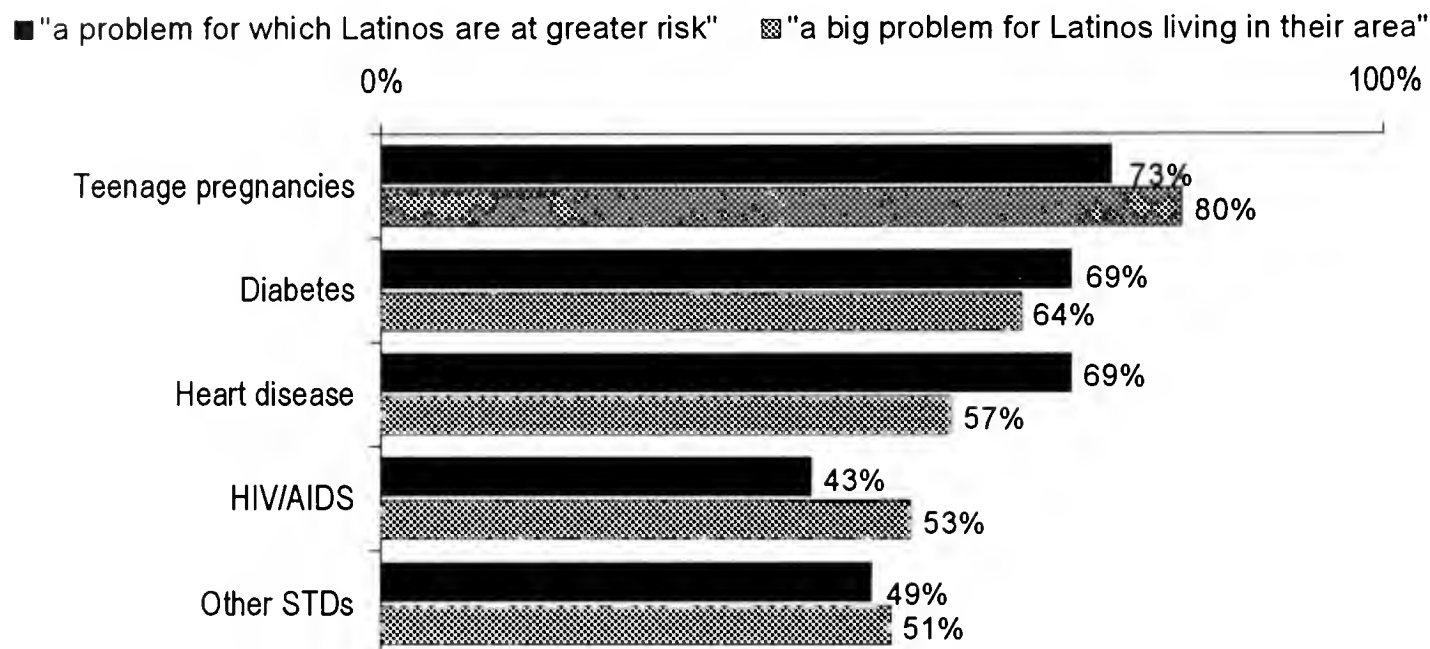
Asked about the impact of various health conditions on Latinos in their community, Latinos were most likely to say teenage pregnancies (80 percent), alcoholism (71 percent), and drug addiction (69 percent) are big problems for Latinos who live in their area.

Other major health issues which majorities say are big problems for Latinos locally include diabetes (64 percent) and smoking/tobacco-related illnesses (64 percent), followed by heart disease (57 percent) and cancer (56 percent).

¹ Council on Scientific Affairs, *Hispanic Health in the United States*. (1991) JAMA, Vol. 265, No. 2

Latinos Express Concern about a Range of Health Problems

Percent of Latinos Saying Each is...



Latinos of all ages recognize that alcoholism, drug addiction, smoking and tobacco-related illnesses and also the problems relating to HIV/AIDS and other sexually transmitted diseases disproportionately affect Latinos. Older Latinos, however, are more likely than their younger counterparts to say diabetes, heart disease, and cancer—in general and of the breast and cervix in particular—are big problems for Latinos living in their area. Compared to all Latinos (39 percent) as well as younger Latinos (26 percent of those under 30), Latinos aged 30 and older (44 percent) are more likely to say illnesses from toxic chemicals in the workplace are a big problem for Latinos locally.

Health Care Access Seen as “Big Problem” for Latinos Locally

The impact of many medical conditions can be intimately related to access to health care resources and the benefits of health education, early detection, and appropriate treatment. As such, Latinos may be at a distinct disadvantage. A variety of indicators—including rates of insurance coverage—suggest that Latinos living in the US face many

challenges when seeking appropriate and timely medical care.² Health care access problems are widely perceived by most Latinos as having a significant impact on the health of Latinos in their communities.

Barriers to Health Care Seen as Big Problems in Latino Communities

Percent of Latinos saying each health care problem is ...			
	A big problem for Latinos living in their area	A small problem	Not a problem
Not being able to afford necessary medical care	71	15	10
The poor and elderly not getting enough help from Medicare and Medicaid	66	18	9
Not being able to get health insurance coverage	64	19	13
Having difficulty getting necessary medical care because of language difficulty	58	23	16
Not having enough good doctors and places to get health care	39	25	33

- values may not sum to 100% because "don't know" not shown

Large majorities of Latinos say that not being able to afford medical care (71 percent) and not being able to get health insurance coverage (64 percent) are big problems for Latinos locally. And two thirds (66 percent) say the poor and elderly not getting enough help from Medicare and Medicaid is a major problem. Language barriers to medical care are also seen as a big problem (58 percent), even more so by Latinos who predominately speak Spanish (73 percent). Slightly fewer, 39 percent, say that not having enough good doctors and places to get health care is a big problem for Latinos in their area.

Latinos Want More Information about Many Aspects of Health—and Look for Media to Do More

Perhaps reflecting perceived health risks and the urgency of certain health problems in Latino communities, Latinos say they want more information about a variety of health and medical issues. Nearly nine in ten Latinos (87 percent) feel their family is

² Valdez, R.B. et. Al. (1993). "Insuring Latinos Against the Costs of Illness," *Journal of the American Medical Association*, Vol. 269.; Medical Expenditure Panel Survey (1997), "The Uninsured in America—1996," and "Access to Health Care—Sources and Barriers, 1996." *Agency for Health Policy Research*.

not getting all the information they need about one or more aspects of their health or health care. And, underscoring a high reliance on media to provide this information, many Latinos say the media could do a better job.

From a list of 12 health topics, six emerge as areas of the most critical information needs. Half or more of all Latinos say they want additional information about each of the following and of those who want to know more, majorities say the media is not doing enough stories about each issue:

- *Changes in government policies and the health care industry that might affect health care or health insurance:* 59 percent want more information and among those, 62 percent say the media--TV, radio, newspapers, magazines--aren't doing enough stories about these changes.
- *Where people who don't have health insurance can go for health care:* 59 percent want more information and, of those, three in four (76 percent) say the media should do more.
- *Illnesses and medical conditions that are more likely to affect Latinos:* 58 percent want more information and, of those, 69 percent say the media should do more.
- *Medicare:* 54 percent need more information and, of those, 74 percent say the media should do more.
- *Steps that families can take to prevent illnesses:* 51 percent want more information and, of those, 63 percent say the media should do more.
- *Medicaid:* 50 percent want more information and, of those, three in four (75 percent) say the media should do more.

The remaining areas of health information stand out as important for significant numbers of Latinos. Again, those who want more information say the media should do more stories on each topic.

- *Testing, treatment and prevention of HIV:* 46 percent want more information and, of those, more than half (54 percent) say the media is not doing enough stories.
- *Sexually transmitted diseases other than HIV:* 43 percent need more information and, of those, 62 percent want the media to do more.

- *How to talk with children about sex, AIDS, violence, drugs and other sensitive topics:* 42 percent want more information and, of those, nearly seven in ten (69 percent) say the media should do more.
- *How diet and nutrition can affect people's health:* 39 percent would like more information and, of those, 59 percent say the media should do more.
- *Birth control methods, including their use and effectiveness:* 35 percent would like more information and, among those, 68 percent say the media should do more.
- *How often women should get mammograms and pap smears:* 34 percent need more information and, of those, six in ten (63 percent) say the media should do more.

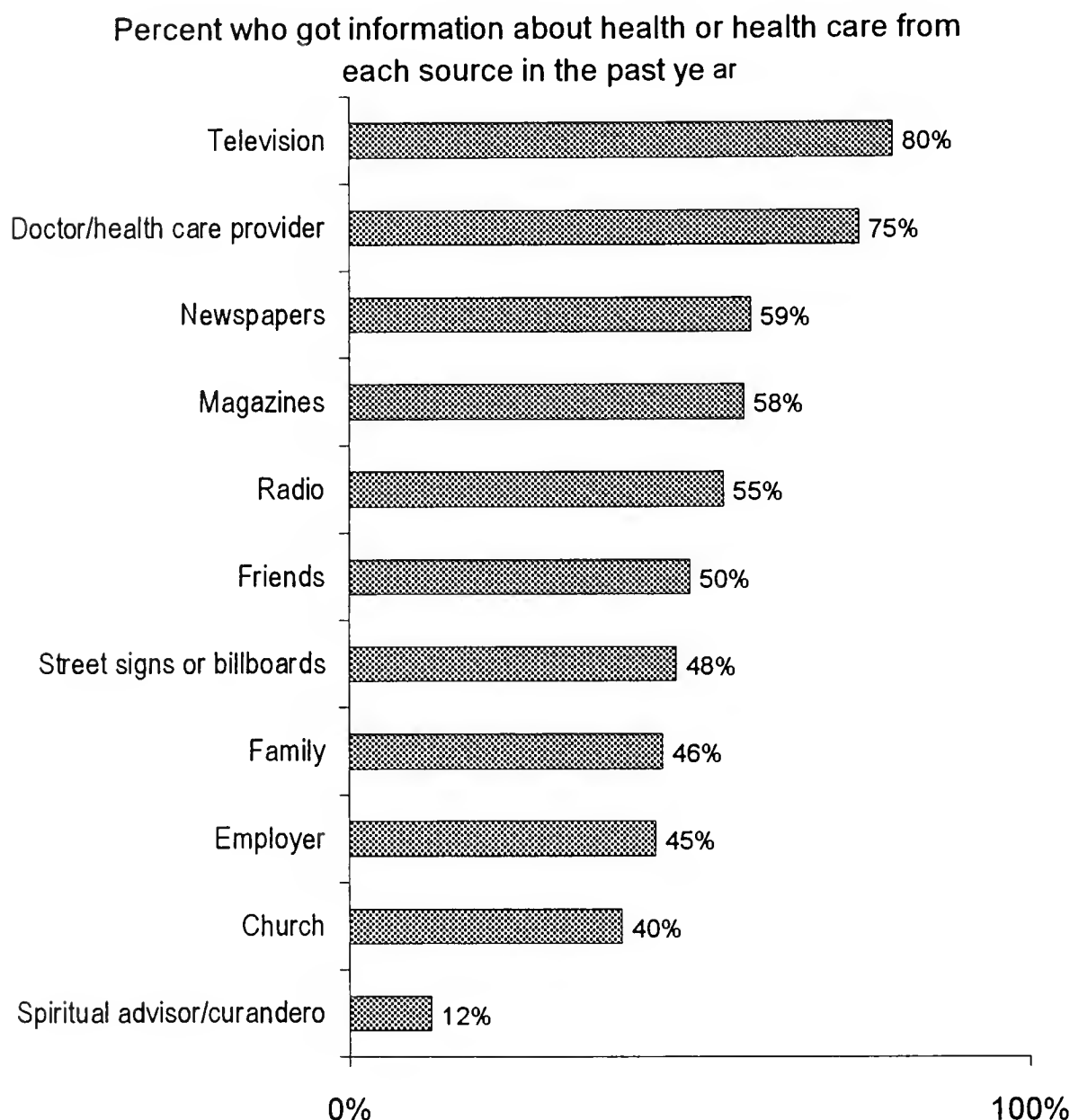
Media Stands Out Among Sources of Health Information

Latinos expressed strong and regular reliance on the media to keep them informed on important health issues. Latinos rely on television more than any other source: fully eight in ten Latinos (80 percent) say they received some health information from television over the past year. One in three (35 percent) received *a lot* of information.

A majority of Latinos also say they have received at least some information about health issues from newspapers (59 percent), magazines (58 percent) and radio (55 percent) in the past year. Other outdoor media sources also figure prominently: 48 percent say they received information about health issues from flyers, street signs and billboards.

A major source for health information for Latinos of all ages, television and newspapers figured more strongly among older Latinos. Eighty-six percent of Latinos aged 50 or older say they got information from television in the past year (compared to 76 percent of Latinos under 30) and 66 percent got health information from newspapers (compared to 54 percent of those under 30). Magazines and radio provided information equally across age groups.

Media--especially TV--Important Health Information Sources



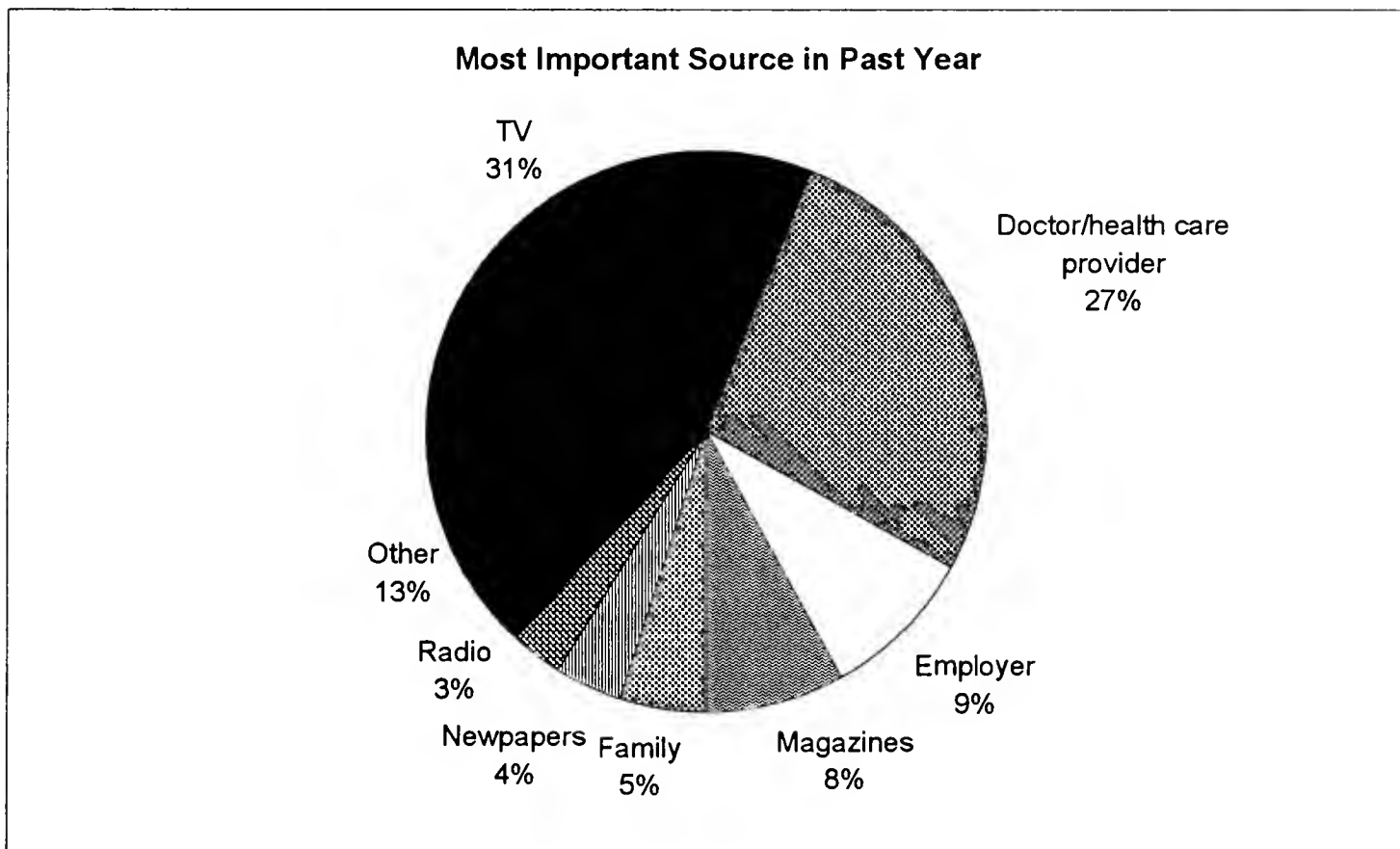
Note: media sources do not distinguish between general market and Latino-oriented

Non-Media Sources Also Played A Role

Many Latinos also look to sources other than the media for health information. After television as the most named source for health information in the past year are doctors and other health care providers: three in four Latinos (75 percent) got health information from providers. Approximately half of Latinos name friends (50 percent) and family members, including husband or wife (46 percent). Employers (45 percent) and churches (40 percent) also play a role. And some Latinos—just over one in ten—say curanderos or spiritual advisors (12 percent) provided health information in the past year.

However, when asked to name the most important among these sources, Latinos rated television as number one (31 percent). Health care providers were next most named by

27 percent of all Latinos. At a distance were employers (9 percent), followed by magazines (8 percent), family members (5 percent), newspapers (4 percent), church and radio (both 3 percent).



Importantly, young and old divide on the most important source of health information. For Latinos under 30, doctors and health care providers top the list (33 percent say providers were most important) and television ranks second (27 percent), while Latinos aged 50 and older say television was their most important source (40 percent), half as many named health care providers (20 percent).

For Latinos overall, however, television rates not only as the most important but also as the most *preferred* source of health information. One in two Latinos (50 percent) say television is the media source they usually prefer to get health information from, a quarter (24 percent) say magazines, 10 percent say newspapers and 6 percent say radio. Order of preference is constant across age groups but more Latinos under 30 (27 percent) say they usually prefer to get health information from magazines (compared to 19 percent of Latinos aged 50 and older) when using media as a source.

Noteworthy is the finding that significant numbers of Latinos did not turn to media at all in the past year when seeking health information. While one in five (20 percent) say they got no health information from television, two in five did not get any health information from newspapers (41 percent), magazines (41 percent), or radio (44 percent).

LATINOS & SEXUAL and REPRODUCTIVE HEALTH ISSUES

This survey and others finds that Latinos are concerned about sexual and reproductive health issues and want more information on topics including birth control methods, HIV/AIDS and other sexually transmitted diseases (STDs), and prevention of reproductive cancers.

Eight in ten Latinos (80 percent) say teen pregnancy is a big problem for Latinos in their area. The rate of teenage births per 1,000 teens is nearly twice as high among Latinas as it is for all teens, and data indicate that while rates of teen pregnancy have declined in recent years for all races, the rate of decline is slowest for Latinos.¹ In some regions, teen pregnancy rates are even higher. In California—for example—fully 3 in 5 adolescent births are to Latina teens. Younger Latinos are especially concerned about rates of teen pregnancy: 83 percent of Latinos aged 18 to 24 say teen pregnancy is a big problem for Latinos in their area and 81 percent say Latinos are at greater risk for unplanned teenage pregnancies.

More than one in three (35 percent) Latinos aged 18 to 24 feel they have not been getting enough information about birth control methods—how they work and which are most effective—and among those needing more information, fully three fourths (74 percent) say the media has not been doing enough stories on birth control and pregnancy prevention.

Teenage pregnancy, however, is not the only reproductive or sexual health issue which stands out for Latinos as a major problem for local communities. In spite of new optimism in the fight against HIV as a result of new drugs and treatments, Latinos still face higher rates of HIV/AIDS as well as other STDs.² Many Latinos (53 percent) say HIV/AIDS and other STDs (51 percent) are major problems for Latinos in their community.

Latinos not only express awareness of the problem of HIV/AIDS but also a sense of urgency both for their communities and for themselves, personally. A recent survey by the Kaiser Family Foundation found that nine in ten Latinos felt AIDS was a major threat to public health in the US (91 percent) and that one in two said AIDS is a serious problem for local communities (52 percent). In addition, 46 percent of Latinos were personally worried about becoming infected.

For younger Latinos, concern about HIV/AIDS was even greater: more than half of Latinos aged 18 to 24 said AIDS is a very serious problem for people they know and 49 percent were personally very concerned about becoming infected.

Among Latinos who say they need more information about testing, treatment and prevention of HIV/AIDS (46 percent) or about preventing other STDs (43 percent), majorities feel the media should be doing more stories (54 percent want more coverage of HIV/AIDS, 62 percent want more stories on other STDs).

Importantly, The Foundation's Survey also found that most Latinos turn to the media for information about HIV/AIDS, exceeding health care providers, friends, family, and employers as resources. Clearly the media plays an important role providing health information.

1. Ventura SJ, Curtin SC, Mathews TJ. *Teenage births in the United States: national and State trends, 1990-1996*. National Vital Statistics System. Hyattsville, Maryland: National Center for Health Statistics. 1998

2. Centers for Disease Control and Prevention, National Center for HIV, STD, & TB Prevention. 1997 data. and Sumaya, C. (1991) *Major Infectious Diseases Causing Excess Morbidity in the Hispanic Population*. The Archives of Internal Medicine, Vol. 151.

Latino-Oriented Media Plays Important Role But General Market Media More Dominant Among Latinos

For Latino audiences, media choice extends beyond venue—television, radio, print—to the language and orientation of media content. Latinos surveyed were asked about use patterns and preferences, as well as their ratings of the health coverage in the general versus Latino-oriented media.³

More Latinos choose general market media (60 percent) than choose Latino-oriented media (33 percent) when seeking health information. However, Latinos surveyed are divided by primary language—39 percent report being predominately Spanish-speaking, 31 percent are mainly bilingual and 30 percent speak primarily English—and media choice reflects these language differences. Latinos who mainly speak Spanish (68 percent) show a strong preference for Latino-oriented media as a resource for health information, while those who predominately speak English (88 percent) or are mostly bilingual (73 percent) would much rather learn about health issues from general market media sources.

Age, often overlapping with language, also informs media choice. Two-thirds (66 percent) of Latinos under 30, including 74 percent of Latinos aged 18 to 24, are most likely to turn to general market media for health information. About one in five (25 percent and 19 percent, respectively) say they “prefer” Latino-oriented media.

In the year prior, Latinos say they received more health-related information from general market media sources as compared to Latino sources. English-language health coverage surpassed coverage in Spanish for television and print media in the past year, but Latinos got health information equally from English- and Spanish-language radio:

³ *Latino-oriented media* is defined as Spanish-language TV, radio, newspapers, and other media specifically for Hispanics. *General market media* includes English-language TV, radio, newspapers, and other media that is NOT specifically for Hispanics.

Latinos Most Likely Turn to General Market Media, Though Latino-Oriented Media Still Important Source

Source	Percent of Latinos saying they received more health information from:							
	General Market Media			Latino-Oriented Media		Both equally		No health information in past year
	All	English-speaking	Bilingual	All	Spanish-speaking	All	Bilingual	All
Television	40	69	46	27	57	13	21	20
Newspapers	38	63	50	16	33	4	7	41
Magazines	38	64	45	16	31	3	5	41
Radio	23	47	23	26	48	5	9	44

And Latino-oriented media played a bigger role in providing health information to Spanish-speaking Latinos in the past year:

- 57 percent got more information from Latino television, 12 percent from general television programs, 11 percent from both equally. One in five got no health information from television.
- About a third got more information from Latino newspapers and magazines, one in ten from English-language publications, and fewer than five percent from both equally. Half of Spanish-speaking Latinos got no health information from newspapers (51 percent) or magazines (53 percent) in the past year.
- And 48 percent of Spanish-speaking Latinos got more health information from Latino radio. Four percent received more from general radio programming or from both equally and 41 percent did not get any health information from radio.

While for television and print media, English-speaking and bilingual Latinos reported getting more information from general market media sources, bilingual Latinos received health information equally from Latino and general radio programs.

Latinos Rate Media Favorably but Leave Room for Improvement

Latinos who choose to turn to Latino-oriented—or general market—media for health information, rate their preferred source favorably in terms of coverage of health and health-care issues.

Three-fourths (74 percent) of Latino-oriented media users say Latino-oriented media does a good job of telling them what they need to know about health and 61 percent say they do enough stories on important health issues. And speaking about the coverage itself, majorities say the reporting is accurate (73 percent), clear and easy to understand (69 percent), and sufficiently detailed (56 percent). By the same token, general market media users are satisfied with the general market media's coverage of health: 61 percent say the general market media does a good job, 52 percent say they do enough stories. And majorities rate the reporting as accurate (73 percent) and clear (69 percent). Slightly fewer say the reporting goes into enough detail (47 percent).

Among those who do not usually turn to a given media type, ratings vary. Latino-oriented media users rate the general market media favorably, although significant proportions admit that they don't know. And while general market media users are more likely to rate the Latino-oriented media favorably than unfavorably, they are even more likely to say that they do not know.

Rating the Media: Coverage Of Health And Health Care Issues

	Preferred source of information about health and health care when using media as a resource	
	Latino-oriented media	General market media
LATINO MEDIA is doing a good job	74	42
A bad job	15	18
Mixed-some good, some bad	9	8
Don't know/Refused	2	32
LATINO MEDIA doing enough stories	61	34
Not enough stories	36	36
Don't know/Refused	3	30
GENERAL MEDIA is doing a good job	58	61
A bad job	19	26
Mixed-some good, some bad	7	11
Don't know/Refused	16	2
GENERAL MEDIA doing enough stories	49	52
Not enough stories	34	45
Don't know/Refused	17	3

The ratings of bilingual Latinos mirror those of all Latinos. Just over half (51 percent) think the Latino-oriented media is doing a good job of "telling families what they need to know about health and health care," (20 percent say *bad job*, 8 percent say *mixed*, 21 percent say *don't know*) and 45 percent say the Latino-oriented media is doing enough stories about health and health care issues (36 percent say *not enough*, 19 percent say

don't know). About six out of ten (58 percent) bilingual Latinos say the general market media does a good job covering health (29 percent say *bad job*, 11 percent say *mixed*, and 2 percent say *don't know*) and about half (48 percent) say the general market media is doing enough stories (49 percent say *not enough*, 3 percent say *don't know*). And while majorities of bilingual Latinos say the health reporting of general and Latino-oriented media is usually accurate and clear, slightly fewer feel that it is adequate in detail (41 percent says Latino coverage does not go into enough detail and 52 percent say general coverage lacks detail).

More Latinos Turn to General Market Media as Source for All News— But Latino-Oriented Media has Strong Presence

A slight majority (52 percent) of Latinos say they mainly use general market media for *all news*, not just health news, compared to 39 percent mainly using Latino-oriented media. Six percent say “it depends” and 2 percent say they use both types equally.

Specific media use reflects this larger trend: more than half of all Latinos say they regularly watch national TV news (55 percent watch regularly) and local TV news (58 percent watch regularly) in English, while roughly half of all Latinos say they regularly watch national (49 percent) and local (51 percent) news on a Univision or Telemundo station. Daily circulation English-language newspapers are more widely read than their Latino-oriented equivalents (38 percent versus 17 percent of Latinos read each regularly). One in five Latinos (21 percent) regularly reads an English-language newsmagazine, like *Time* or *Newsweek*, or an English-language magazine about health and fitness, such as *Self* or *Men's Health*. And 14 percent of all Latinos read English-language women's magazines like *Glamour* and *Family Circle*. By comparison, one in ten (10 percent) Latinos regularly reads a Hispanic women's magazine and 14 percent read other Hispanic magazines. Non-Latino radio news and news talk shows (34 percent) attract about as many regular listeners as similar Latino-oriented radio shows (35 percent).

Regular media use differs significantly among subgroups of Latinos, especially by language. Overall, primarily Spanish-speaking Latinos turn much more regularly to Latino news sources: close to eight in ten regularly watch local (78 percent) or national (79 percent) news on Univision or Telemundo stations; more than half regularly listen to Latino-oriented radio news programs. Similar proportions of Latinos who mainly speak English report regularly watching local (77 percent) or national (74 percent) news in English and listening to radio news programs not specifically for Latino audiences (46 percent). Bilingual Latinos also turn more regularly to English-language sources.

Implications of Survey Findings

The Kaiser Family Foundation 1998 National and Three Region Survey of Latinos on Media and Health provides new data about Latinos' use and assessments of the media as a health information source, as well as Latinos' perceptions and knowledge about important health issues.

In particular, the survey finds that Latinos look to the media, most frequently television but also other venues, to provide their families with information on a broad range of health topics, including health policy, government-sponsored health programs, birth control methods, diet and nutrition, preventive health measures, as well as specific illnesses. While use of specific sources varies, it is clear that media of all types play an important role in providing health information to all Latinos. And ratings of media performance thus far leave room for continued and expanded coverage of Latino health and health care issues.

Survey Methodology

The results of this survey are based on 2,006 telephone interviews with Latino adults, aged 18 years and older, who live in the continental United States (Alaska, Hawaii and Puerto Rico were not included). The survey was designed and analyzed by researchers at the Kaiser Family Foundation and Princeton Survey Research Associates (PSRA). The interviews were conducted by PSRA between February 23 and April 12, 1998. The questionnaire was administered in both Spanish and English. Respondents were included in the survey if they self-identified as Hispanic or Latino. Data were weighted to match U.S. Census estimates of age, sex, education, and regional distributions of Latino adults living in telephone households in the continental United States.

This study's methodology and sample design set it apart from typical surveys of US Latinos. In effect, it is four surveys in one: a national survey of Latinos' media usage and health information needs, and separate surveys on these same research topics in three major metropolitan areas with very different Latino populations and media environments.

A Geographically Disproportionate Sample Design

So that both national and regional results could be reported, this study used a geographically disproportionate sample design. Prior to interviewing, the sample was divided into four parts, or *strata*, defined by county. The design called for an equal number of interviews with Latinos to be conducted in each stratum, even though each stratum's actual share of the Latino population varied widely. The first three strata are major population centers for each of the three largest nationality groups of Latinos in this country -- Mexican-Americans, Cuban-Americans and Puerto Ricans. The fourth stratum encompasses the remainder of the country, so that the strata could be combined as a nationally representative sample of all US Latinos.

The four sample strata are as follows:

1. *The New York City Metropolitan Area* is defined as the five boroughs of New York City (Brooklyn, Queens, Manhattan, the Bronx, and Staten Island) and four counties in northern New Jersey with established Latino populations (Essex, Hudson, Passaic, and Union). Puerto Ricans are the dominant Latino nationality groups in this area.

2. *The Miami Metropolitan Area* was defined as Dade County, Florida, i.e. the city of Miami and its nearby suburbs. The majority of Latinos in the Miami metro are of Cuban ancestry.
3. *The Los Angeles Metropolitan Area* was defined as Los Angeles County and Orange County, California, the largest Latino population center in this country. The majority of Latinos in the Los Angeles metro are Mexican-American.
4. *Rest of Country* includes all counties in the continental United States (including the District of Columbia) that are not part of the first three strata.

Additional Stratification to Boost Incidence of Latinos

An additional geographic stratification was introduced within each of the four major sample groups in order to reduce the amount of screening necessary to locate Latinos in each area. The random-digit dial samples of telephone numbers were disproportionately selected to over-represent telephone exchanges estimated to be high-density Latino and under-represent those estimated to be low-density Latino. (This method of boosting incidence for a Latino survey avoids the bias inherent in another method commonly used for this purpose – using Hispanic surname samples. By definition, these surname samples completely exclude certain Latinos, such as those with unlisted telephone numbers, those with Anglicized names, and those who have adopted non-Latino names through marriage.) The disproportionality introduced to improve incidence was corrected by weighting before the four strata were combined as one national sample and weighted to the demographic characteristics of all US Latinos.

Sample Sizes and Margins of Sampling Error

The weighting required to correct the geographic disproportionality introduced by the survey's sample design resulted in higher margins of sampling error than would be associated with a proportionate random-digit-dial sample. The sample sizes and margins of error for the total national sample, and the three regional subsamples are as follows:

National Totals (n=2,006 adults, plus or minus 4 percentage points)

New York City Metro (n=500, plus or minus 7 percentage points)

Miami Metro (n=506, plus or minus 5 percentage points)

Los Angeles Metro (n=500, plus or minus 6 percentage points)

Spanish-Language Interviewing Option Offered to All

To encourage more participation of Spanish-speaking Latinos, and minimize the effects of a language barrier on the findings, every respondent was *explicitly* offered the option of being interviewed in Spanish. After the English-language questionnaire was translated into Spanish, a specialist in qualitative research among Latinos reviewed the translation to ensure that the vocabulary and phraseology used did not present problems for any of the major nationality groups -- Mexicans, Cubans, or Puerto Ricans. In total, 982 of the 2,006 total interviews (49%) were administered in Spanish.

REGIONAL MARKETS

To take an in-depth look at Latinos' use of media, *The Kaiser Family Foundation National and Three Regional Survey of Latinos on Media and Health* included snapshots of three major media markets: the Miami, Los Angeles and New York City metropolitan areas. Of note, Latinos in the Los Angeles market predominantly identify as Mexican in origin (75 percent) while in the Miami market, 57 percent are Cuban and in the New York market, 42 percent are Puerto Rican and 22 percent are Dominican.

Concerns over some health care problems are greater among Latinos in New York

- Seventy-seven percent of New York Latinos say that the poor and elderly not getting enough help from Medicare and Medicaid is a big problem for Latinos in their community (compared to 71 percent of Los Angeles Latinos, 66 percent of Miami Latinos and of all Latinos)
- Seventy-three percent of New York Latinos say having difficulty getting medical care because of a language barrier is a big problem (compared to 63 percent of Los Angeles Latinos, 48 percent of Miami Latinos and 58 percent of all Latinos)
- Other health care problems are rated as equally urgent by Latinos in the three regions.

Latinos in metropolitan regional samples see more local health problems than do all Latinos—New York Latinos are especially concerned

- New York Latinos cite especially high concern about unplanned teenage pregnancy (85 percent), drug addiction and smoking/tobacco related illnesses (both 83 percent), HIV/AIDS (77 percent), and alcoholism (75 percent). Diabetes (73 percent), heart disease (72 percent), and sexually transmitted diseases (STDs) other than HIV (71 percent) are also seen

as “big problems” for Latinos who live in their area.

- For Los Angeles Latinos, concern is similarly high. Top rated problems are unplanned teen pregnancy (82 percent), drug addiction (76 percent), alcoholism (75 percent), smoking/tobacco-related illnesses (68 percent), and HIV/AIDS (65 percent).
- For Miami Latinos, smoking/tobacco-related illnesses top the list of major problems (76 percent), followed by drug addiction and cancer (both 72 percent), HIV/AIDS (70 percent), and heart disease (69 percent).
- Across regional markets, Latinos are about as likely to say they have not been getting all the information they need about a range of health or health care issues.

Regionally, health information needs and assessments are similar to those of all Latinos...

...and in all three regions, majorities of those who want more information on health-related topics say the media they most often use are not doing enough stories about these issues.

While television is the most cited source of health information for all Latinos in the past year, Miami Latinos are even more likely to say they got health information from television in the prior year (86 percent compared to 78 percent of New York Latinos and 73 percent of Latinos in Los Angeles).

- with no regional variation, doctors and health care providers are the second most named recent source
- Miami Latinos not only report getting information from TV in greater numbers but 48 percent also say they got *a lot* of information from television in the past year (compared to 39 percent of New York Latinos, 31 percent of Los Angeles Latinos and 35 percent of all Latinos)
- Miami Latinos (28 percent) are also slightly more likely to say they got *a lot* of health information from newspapers (compared to 23 percent of all Latinos and New York Latinos and 20 percent of Latinos in Los Angeles)
- And Miami (32 percent) and New York (29 percent) Latinos are more likely to say they got *a lot* of information about health and health care from magazines (compared to 22 percent of Latinos in Los Angeles and 25 percent of Latinos overall)
- Finally, more New York and Miami Latinos say they received *a lot* of information about health and health care from radio (20 percent of both) compared to Los Angeles Latinos (12 percent) and all Latinos (13 percent)

Importantly, except for television, significant proportions of Latinos in each market reported not getting any health

information from radio, magazines, or newspapers in the past year:

Percent in Each Market Who Got No Health Information from Media Source in Past Year

	Miami	New York	Los Angeles
Television	14	22	27
Radio	47	40	45
Magazines	35	40	43
Newspapers	36	43	47

Regionally, Latinos do differ, however, on the most important source of health information

- For Latinos in Miami, television ranks first for 45 percent, with one in five (20 percent) rating doctors or health care providers as the most important.
- New York is divided (32 percent say television, 28 percent name health care providers) on which source was most important over the past year.
- For Los Angeles Latinos, doctors and other health care providers are the most important source (31 percent), while a quarter names television (25 percent).

Among media, television is the preferred source of health information across the three regions

- Latinos in Miami (58 percent) are even more likely to say they usually get information about health from TV when using media as a resource (versus 46 percent of New York, 44 percent of Los Angeles Latinos and 50 percent of all Latinos)
- Similar to all Latinos, the second most named choice for all regions is magazines (26 percent of Latinos in New York, 22

percent of Latinos in Los Angeles and 18 percent of Latinos in Miami).

For health information, general market media is preferred over Latino-oriented media in all regions

- But Latinos in Los Angeles (52 percent) and in Miami (48 percent) show slightly weaker preferences for general market sources when turning to the media for health information (compared to 56 percent of New York Latinos and 60 percent of all Latinos)

Use of Spanish-language and Latino targeted sources

- More Latinos in Miami report getting information about health or health care from newspapers and are more likely to say they got more information from Spanish-language newspapers or newspapers specifically targeted to Latinos.

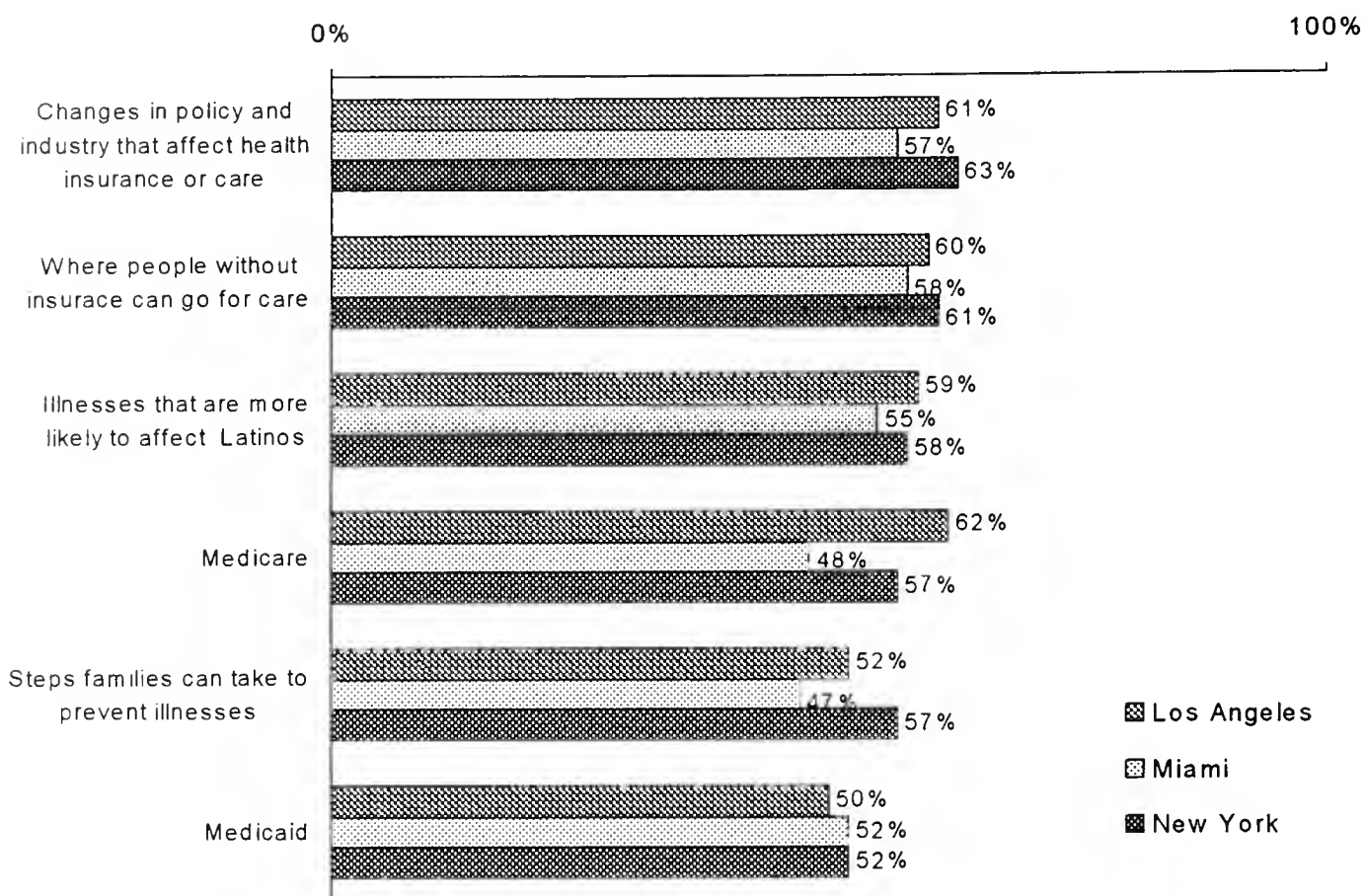
Media ratings are similar across regions; majorities say both the Latino-oriented media and general market media do a good job covering health and health care issues and produce enough stories about health-related topics

- Los Angeles Latinos emerge slightly less satisfied: 42 percent say the Latino-oriented media are not doing enough stories on health issues and 46 percent say the stories that are done do not go into enough detail (compared to about a third of all Latinos and of Latinos in Miami and New York).

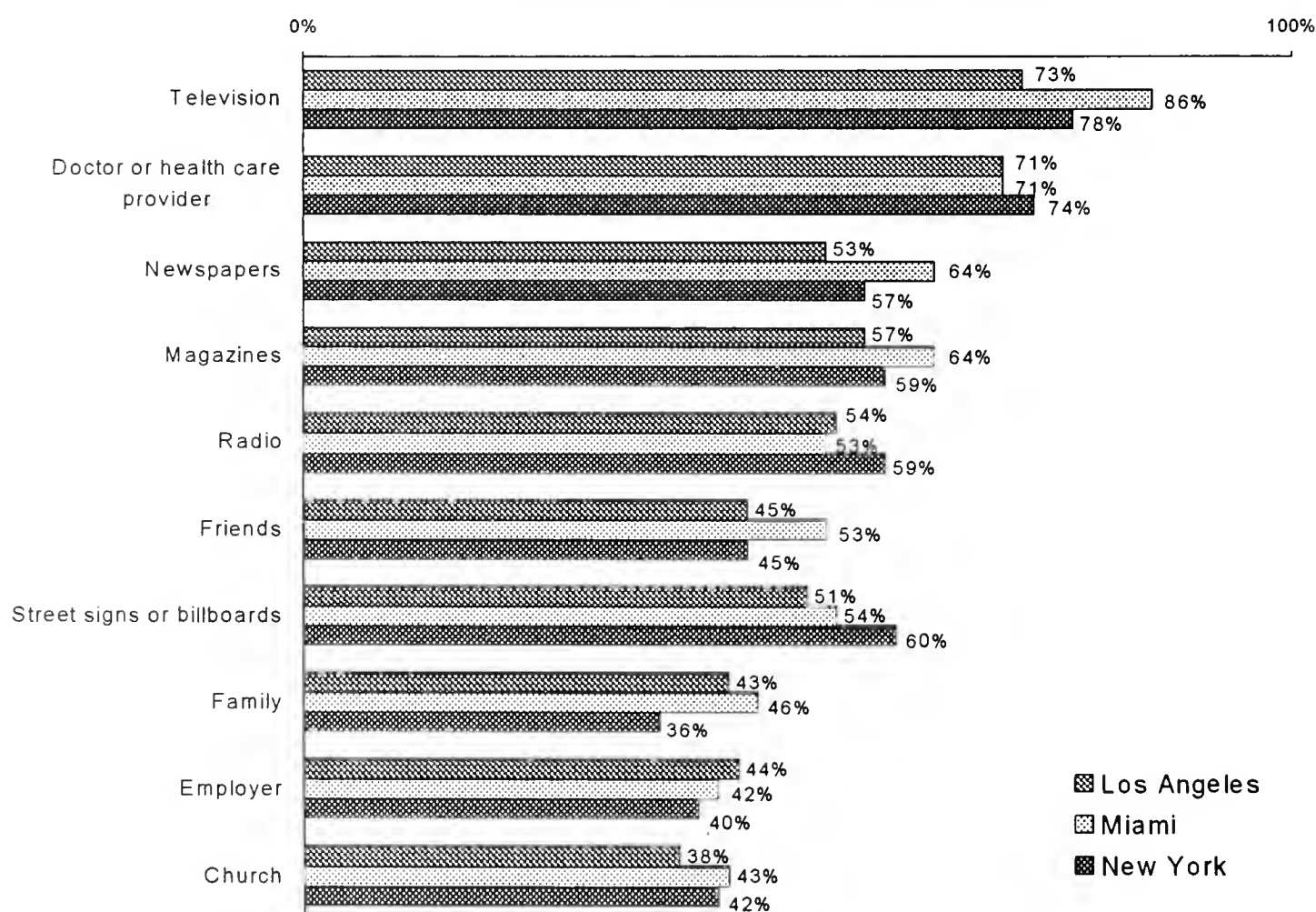
For all news, not just health information, Latinos in New York and Los Angeles turn to general market media and Latino-oriented media equally. Latinos in Miami are more likely to turn to Latino-oriented sources

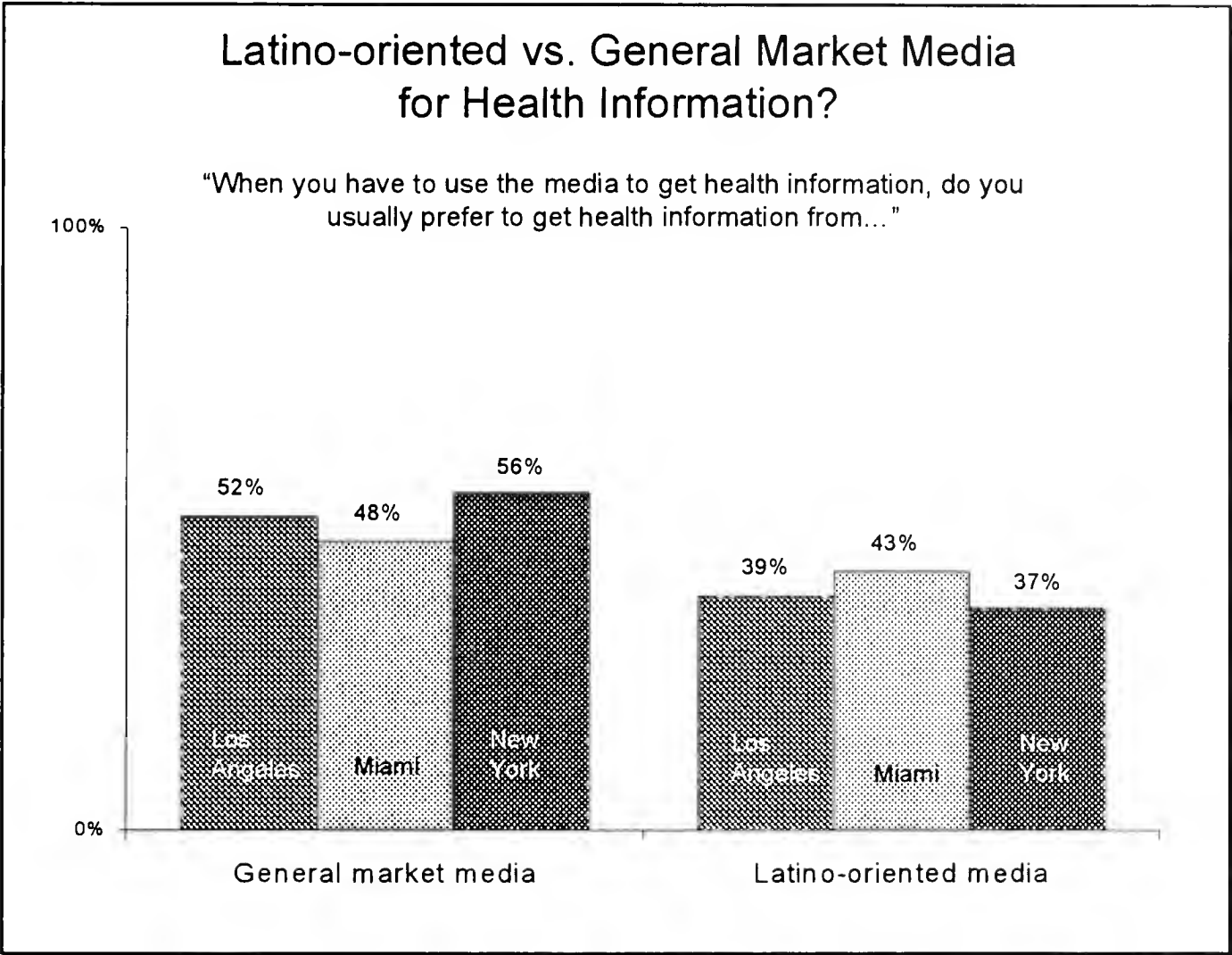
- Miami Latinos (54 percent) say they usually get news from Latino-oriented media (34 percent from general market media)
- New York and Los Angeles Latinos split evenly on usual source of news, about two in five usually using each.
- Regular use of specific media underscores these larger patterns.

Percent Who Want More Information About Health and Health Care Topics



Percent Who Received Health Information From Each Source in the Past Year





LANGUAGE

Latinos surveyed were slightly more likely to say they mostly speak Spanish (39 percent) as compared to being primarily bilingual (31 percent) or English-speaking (30 percent) day to day. Media use, health information need and perceptions of health problems vary by preferred language. This may reflect differences in access to information, media sources, or health promotion initiatives, since primary language plays a role in determining the written and spoken information available to and chosen by individuals. Different sources of information as well as variations in content may produce different outcomes in terms of awareness and perceptions of various issues.

One demographic difference to note is that 41 percent of primarily English-speaking Latinos and 38 percent of bilingual Latinos are 18-29 years compared to 23 percent of primarily Spanish-speaking Latinos.

Compared to all Latinos and English-speaking Latinos especially, Latinos who mostly speak Spanish are more likely to rate a variety of health and health care problems as big problems for Latinos in their area:

- 83 percent say drug addiction is a big problem locally (compared to 56 percent of mainly English-speaking and 65 percent of bilingual Latinos)
- 80 percent identify smoking/tobacco related illnesses as a major problem (45 percent of primarily English-speaking and 60 percent of bilingual Latinos say the same)
- 78 percent say HIV/AIDS is a big problem (compared to 30 percent of Latinos who primarily speak English and 44 percent of bilingual Latinos)
- Similar disparities in perception endure for alcoholism, cancer, diabetes, heart disease, breast cancer, illnesses from chemicals in the workplace, and sexually transmitted diseases (STDs).

Problems relating to health care are seen as urgent by all Latinos, but more so by Latinos who mainly speak Spanish.

- Spanish-speaking Latinos are more likely to say health care barriers are big problems for Latinos locally: eight in ten (81 percent) say the poor and elderly not getting enough help from Medicare and Medicaid is a big problem (compared to 62 percent of bilingual Latinos and 49 percent of Latinos who predominately speak English)
- Spanish-speaking Latinos are also more likely to rate language barriers to health care as major problems for Latinos in their area (73 percent compared to 54 percent of bilingual Latinos and 42 percent of Latinos who primarily speak English).
- And 72 percent say that not being able to get health insurance coverage is a big problem (versus 66 percent of bilingual Latinos and 53 percent of Latinos who mainly speak English).

Overall, Spanish-speaking Latinos are more likely to say they are not getting enough health information across a range of issues but are less likely to fault the media for not doing enough.

- More than half of primarily Spanish-speaking Latinos say they are not getting all the information they need about changes in government policy or health industry which affect health care or health insurance (65 percent) and, of those, 56 percent say the media they most often use are not providing enough coverage of these issues. By comparison, 50 percent of mainly English-speaking Latinos say they aren't getting enough information about these changes but, of these, 69 percent say the media are not doing enough.
- Similarly, 56 percent of Spanish-speaking Latinos say they need more information about HIV/AIDS; and, of those, 47 percent say the media are not doing enough stories. Thirty-eight percent of primarily English-speaking Latinos say they need more information about HIV/AIDS while 66 percent of those say the media are not doing enough.
- Other topics about which a majority of Spanish-speaking Latinos want more information are:
 - Medicare: 63 percent want more information and, of those, 67 percent say the media should do more;
 - steps families can take to prevent illnesses: 57 percent say they need to know more and, of those, 53 percent say the media does not provide enough coverage;
 - sexually transmitted diseases other than HIV: 50 percent want additional information and, of those, 54 percent say the media should do more;
 - and how to talk to children about topics such as sexuality, AIDS and drugs: 50 percent want more information and, of those, 59 percent say the media should do more.
- On all health topics, predominately English-speaking Latinos were equally or less likely to say they needed more information yet, for each issue, more than six in ten said the media they most often use are not doing enough to educate and inform about these topics.
- Bilingual Latinos reported intermediate information needs but, like Latinos who mainly speak English, they are slightly more likely to say the media they use should be doing more.

Television is the major source of health information for all Latinos, health care providers are also important—especially for Latinos who are mainly bilingual or English-speaking

- 77 percent of Latinos who mainly speak English and more than eight in ten Latinos who primarily speak Spanish (80 percent) or are bilingual (82 percent) say they got information about health and health care from television in the past year.
- Nearly eight out of ten (79 percent) primarily English-speaking and bilingual Latinos say they got health information from a doctor or health care provider in the past year (compared to 70 percent of Latinos who mainly speak Spanish).
- And 66 percent of primarily English-speaking and bilingual Latinos say they got some information from newspapers, compared to 48 percent of Spanish-speaking Latinos.
- Magazines and newspapers played a bigger role for English-speaking and bilingual Latinos than for mainly Spanish-speaking Latinos. Half or more Latinos

who mainly speak Spanish say they did not get any health-related information from newspapers (51 percent) or magazines (53 percent) in the past year. By comparison, about a third of bilingual and English-speaking Latinos say they got no information from newspapers or from magazines.

- Radio figured equally as a source of information for the three language groups, though Spanish-speaking Latinos (18 percent) were slightly more likely than bilingual (10 percent) or primarily English-speaking Latinos (11 percent) to say they got a lot of information from radio in the past year. About four in ten Latinos of all language groups say they did not get any health information from radio.
- Family as well as friends figured more prominently for English-speaking and bilingual Latinos than for primarily Spanish-speaking Latinos, as did employers.

Bilingual Latinos get more health information from English-language media sources.

- Not surprisingly, Spanish-speaking Latinos (57 percent) say they got more health information from Spanish-language television, and primarily English-speaking Latinos (69 percent) say television programs in English provided more information.
- For bilingual Latinos, English-language programming also figured more prominently (46 percent say they got more from English-language TV, 14 percent say more from Spanish-language TV, and 21 percent say equal amounts of health information from both sources, and 19 percent say they did not get any information from TV).
- While more than half of Spanish-speaking Latinos report not getting any health information from magazines, more received such information from La-

tino-oriented magazines (31 percent) than from English-language magazines not specifically targeted for Latinos (12 percent). And Latinos who are mainly English-speaking are more likely to say they got health information from English-language magazines (64 percent) than from Latino-oriented magazines (2 percent). The same holds true for newspaper and for radio.

- Bilingual Latinos show a clear preference for English versus Spanish-language print media while for radio, preferences are split between the two—23 percent got more health information from Latino radio, 20 percent received more from English-language radio.

Television is the most important source of health information for Spanish-speaking Latinos; English-speaking say health care providers.

- For Spanish-speaking Latinos (43 percent), television was rated the most important source of health information in the past year, doctors and health care providers were second (23 percent).
- Predominately English-speaking Latinos say health care providers (30 percent) were the most important source and television (17 percent) and employers (17 percent) figured equally as the second most named sources.
- Bilingual Latinos, in contrast, were equally likely to say television and health care providers (both 28 percent) were the most important health information sources in the past year, 11 percent say employers, 9 percent say magazines.

“Preferred” media source for health information also varies across language groups

- The majority of Latinos who mostly speak Spanish say that among media sources, they usually prefer to get health

information from television (64 percent)—followed by magazines—a distant second at 18 percent—when they have to use the media to get health information.

- For bilingual Latinos, television is also the preferred media source (45 percent) though magazines are preferred by one in five (21 percent) and newspapers by 17 percent.
- Predominately English-speaking Latinos prefer television (36 percent) and magazines (37 percent) about equally and 12 percent say they prefer to get health information from newspapers when using media as a health information resource.

Primary language informs preference for Latino versus general market media for health information and news

- While fully 88 percent of primarily English-speaking Latinos express a preference for the general market media over Latino-oriented media for coverage of health topics, 68 percent of Latinos who mainly speak Spanish prefer Latino-oriented media sources.
- Bilingual Latinos also prefer general market media (73 percent) over Latino-oriented media (16 percent).

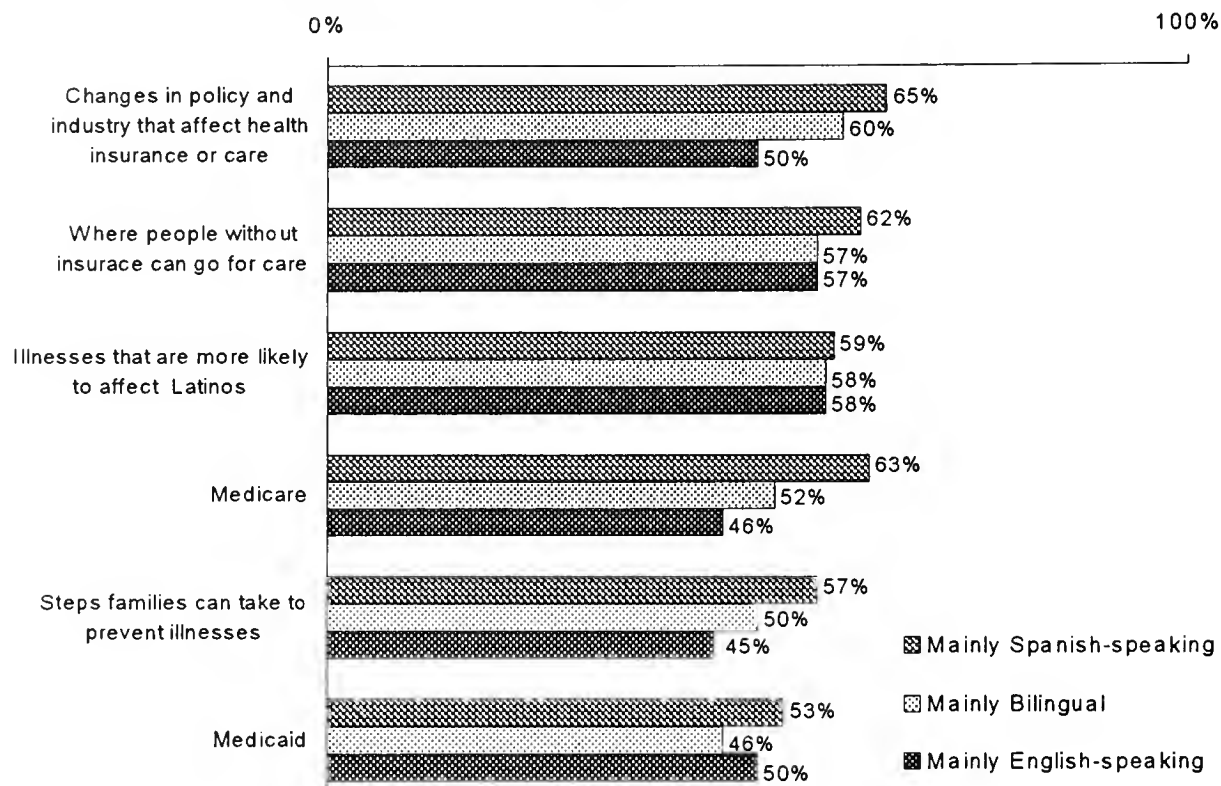
Not surprisingly, for news, in general, language preference predicts media use

- Latinos who mainly speak English use general market media over Latino-oriented media by a margin of 92 percent to 4 percent.
- Primarily Spanish-speaking Latinos use Latino media (79 percent) much more than general market media (14 percent) for all news.
- And Latinos who are mainly bilingual use general market media more but by a smaller margin (62 percent choose general market media while 21 percent prefer Latino-oriented media and 16 percent

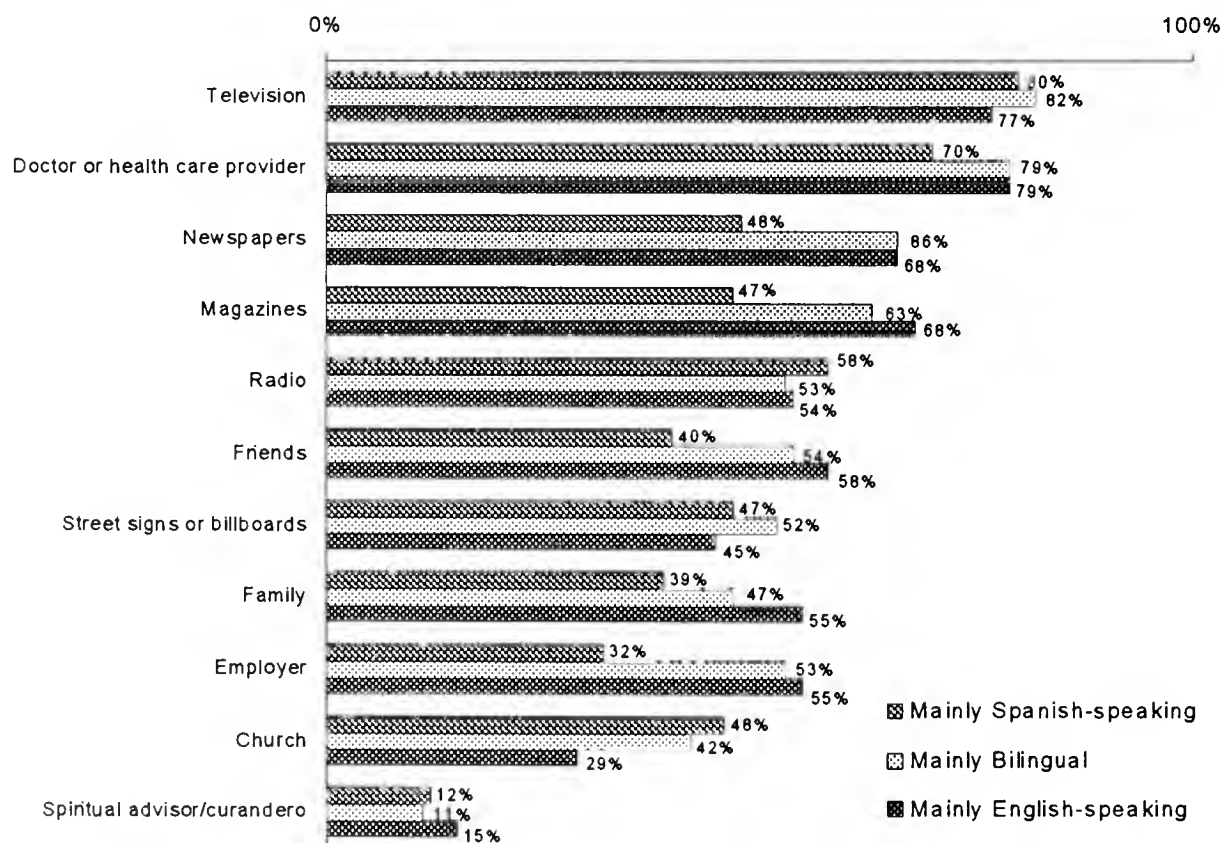
say “it depends” or that they prefer both types equally).

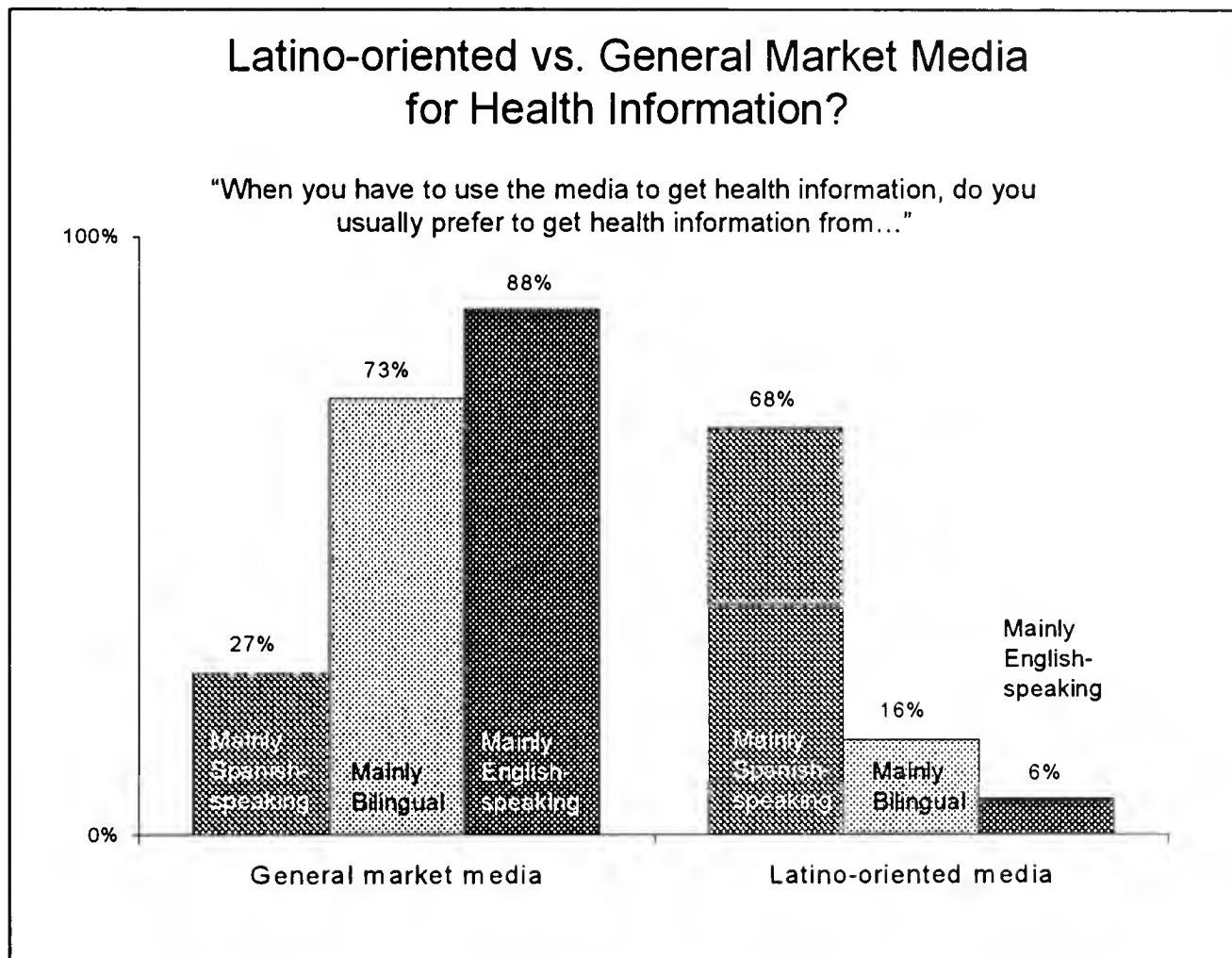
- Overall, primarily Spanish-speaking Latinos report much greater regular use of a variety of Spanish language or Latino oriented media while Latinos who are mainly English-speaking or bilingual show more habitual use of English-language general market media.

Percent Who Want More Information About Health and Health Care Topics



Percent Who Received Health Information From Each Source in the Past Year





AGE

Among Latinos surveyed, a third (33 percent) were aged 18 to 29, two in five (45 percent) were 30 to 39, and 17 percent were over 50, including 4 percent aged 65 or older. Note that older Latinos are more likely to speak predominately Spanish (43 percent of those aged 30 or older versus 27 percent of Latinos under 30, 19 percent of Latinos aged 18 to 24).

Concerns over problems relating to health care and health risks are greater among older Latinos

- Latinos 50 or older are more likely than all Latinos to say diabetes, heart disease, cancer—in general and of the breast and cervix in particular—as well as illnesses from toxic chemicals in the workplace are big problems for Latinos living in their area. Younger Latinos are less likely to see these as big problems.
- Latinos of all ages agree how big a problem alcoholism, drug addiction, unplanned teenage pregnancy, smoking and tobacco-related illness, and HIV/AIDS and other STDs, each is for their local communities.
- 67 percent of Latinos 30 or older say that not being able to get health insurance coverage is a big problem for Latinos in their area (versus 59 percent of Latinos under 30).
- And 73 percent of Latinos 30 or older say that not being able to afford necessary medical care is a major problem for Latinos locally (versus 65 percent of Latinos under 30).
- 69 percent of those aged 30 or older say that inadequacy of Medicare and Medicaid coverage for the poor and elderly is a big problem (versus 57 percent of those under 30, including 49 percent of Latinos aged 18 to 24).
- And, older Latinos are more likely to say that not having enough good health care

providers is a big problem for Latinos in their area (43 percent of Latinos 30 or older, compared to 32 percent of Latinos 30 and under).

Latinos report some age-specific health information needs

- 57 percent of Latinos under 30 say they are not getting enough information about changes in health policy and health industry which affect the delivery of care (compared to 48 percent of Latinos 50 or older);
- 37 percent of Latinos under 30 say they are not getting enough information about how often women should be getting pap smears and mammograms.
- 33 percent of Latinos under 30 say they or their families are not getting enough information about birth control methods—how to use them and how effective they are.
- 53 percent of Latinos 30 and older versus 43 percent of those under 30 say they need additional information about Medicaid.
- 48 percent of Latinos aged 30 or older say they need more information about HIV/AIDS, as do 40 percent of Latinos under 30.
- Many Latinos 30 or older also say they are not getting enough information about other STDs: 45 percent say they need more information as do 39 percent of Latinos under 30.

- Latinos of all ages are equally likely to say that they need more information about illnesses and medical conditions that are more likely to affect Latinos; steps families can take to prevent illnesses; and talking with children about health issues such as drugs, sexuality and violence.
- Most Latinos, regardless of age, also want more information about where people can go for health care if they do not have health insurance.

Asked to assess the media's coverage of these same health topics, younger Latinos are more critical

- With the exception of reporting on HIV/AIDS, more than six in ten Latinos under 30—who want more information about a health topic—say the media isn't doing enough stories on that subject. Older Latinos are slightly less likely to say the media is falling short
- For example: among Latinos who want more information about where the uninsured can go for health care, 81 percent of those under 30, compared to 69 percent of those aged 50 or older, say the media isn't doing enough.

Three-fourths of Latinos of all ages say they got health information from television in the past year—health care providers were also an important source for most

- Latinos 50 and older (86 percent) were even more likely to get health information from TV (compared to 76 percent of Latinos under 30)
- Doctors and other health care providers serve as a source of information about equally across age groups
- Newspapers, figured more prominently for Latinos over 50 (66 percent) than it

did for younger Latinos (54 percent of those under 30).

- Outdoor media was slightly more prominent for younger Latinos: just over half (52 percent) of those under 30 say they got information about health from street signs and billboards, compared to 40 percent of those aged 50 or older.
- Employers were a less significant source for older Latinos than for younger, as were friends and family.
 - Twenty-nine percent of Latinos 50 and older say they got health information from employers compared to 48 percent of those under 30.
 - Forty-two percent of Latinos aged 50 or older got health information from friends, 36 percent from family. By comparison, more than half of Latinos under 30 say friends (56 percent) and family (57 percent) were a source of information in the past year.
- Finally, older Latinos were more likely to get health information from their local church: 46 percent of Latinos 50 or older compared to 34 percent of Latinos under 30.

Doctors are the most important source of health information for younger Latinos, but for older Latinos it is TV.

- Forty percent of Latinos over 50 say television was their most important source of health information in the past year compared to 27 percent of Latinos under 30.
- For younger Latinos, doctors and health care providers were most important (33 percent of Latinos under 30), television ranked number two. Twenty-four percent of Latinos 30 or older say health care providers were most important.
- Despite differing on the most important sources in prior year, the majority of La-

Latinos across all age groups say they usually prefer TV when turning to the media for health information.

- But magazines figure a little more prominently for younger Latinos—27 percent of Latinos under 30 say they prefer to get health related information from magazines (compared to 19 percent of Latinos aged 50 or older)—when using media as a source.

Majorities of all age groups also prefer general market media over Latino-oriented media for health news—younger Latinos, especially

Latino-oriented media also plays an important role

- Given a choice, majorities of all age groups choose the general market media, though younger Latinos express an even stronger preference: 66 percent of Latinos under 30 (and 74 percent of Latinos aged 18 to 24) prefer general market media for health information as do 59 percent of Latinos aged 30 or older.
- However, 25 percent of Latinos under 30 and 32 percent of those 50 and older say they prefer to use Latino-oriented media for health information

Latinos of all age groups are more likely to say they received health information from English-language, general market coverage-- Radio is an exception

However, large groups, particularly among the young, received no health information from each media source

- Latinos under 30 (24 percent) are more likely to say they did not receive any health information from television in the past year (compared to 14 percent of those 50 or older). When they did get information, both groups say they got more from English-language versus Spanish-language programming (42 percent of

Latinos 50 and older, 40 percent of Latinos under 30). But, more Latinos ages 50 or older say Spanish-language television played a bigger role (31 percent compared to 22 percent of Latinos under 30)

- Latinos under 30 (46 percent) are also more likely to say they got no health information from newspapers in the past year (compared to 34 percent of Latinos 50 and older). When they did get information, both groups reported getting more from English-language newspapers (44 percent of Latinos 50 and older and 38 percent of those under 30).
- Two in five Latinos in both age groups say they got no health-related information from magazines in the past year. And for both age groups, about two in five said English-language magazines provided more information. (Fewer than one in six said Spanish-language publications provided more).
- Latinos under 30 (50 percent) are a little more likely than Latinos aged 50 or older (43 percent) to say they got no health information from radio. Among both age groups, those who did receive health information from radio were about equally likely to say Spanish-language programming provided more as to say English-language broadcasts provided more.

For all news—not just health information—Latinos in both age groups report using the same media and with similar frequency

- Latinos across all age groups say they usually turn to English-language general market media sources for all types of news—not just health news—especially Latinos aged 18 to 24:
 - 66 percent of Latinos aged 18 to 24 compared to 58 percent of all Latinos under 30 and 50 percent of Latinos 30 and older, say they mainly get news and information from the gen-

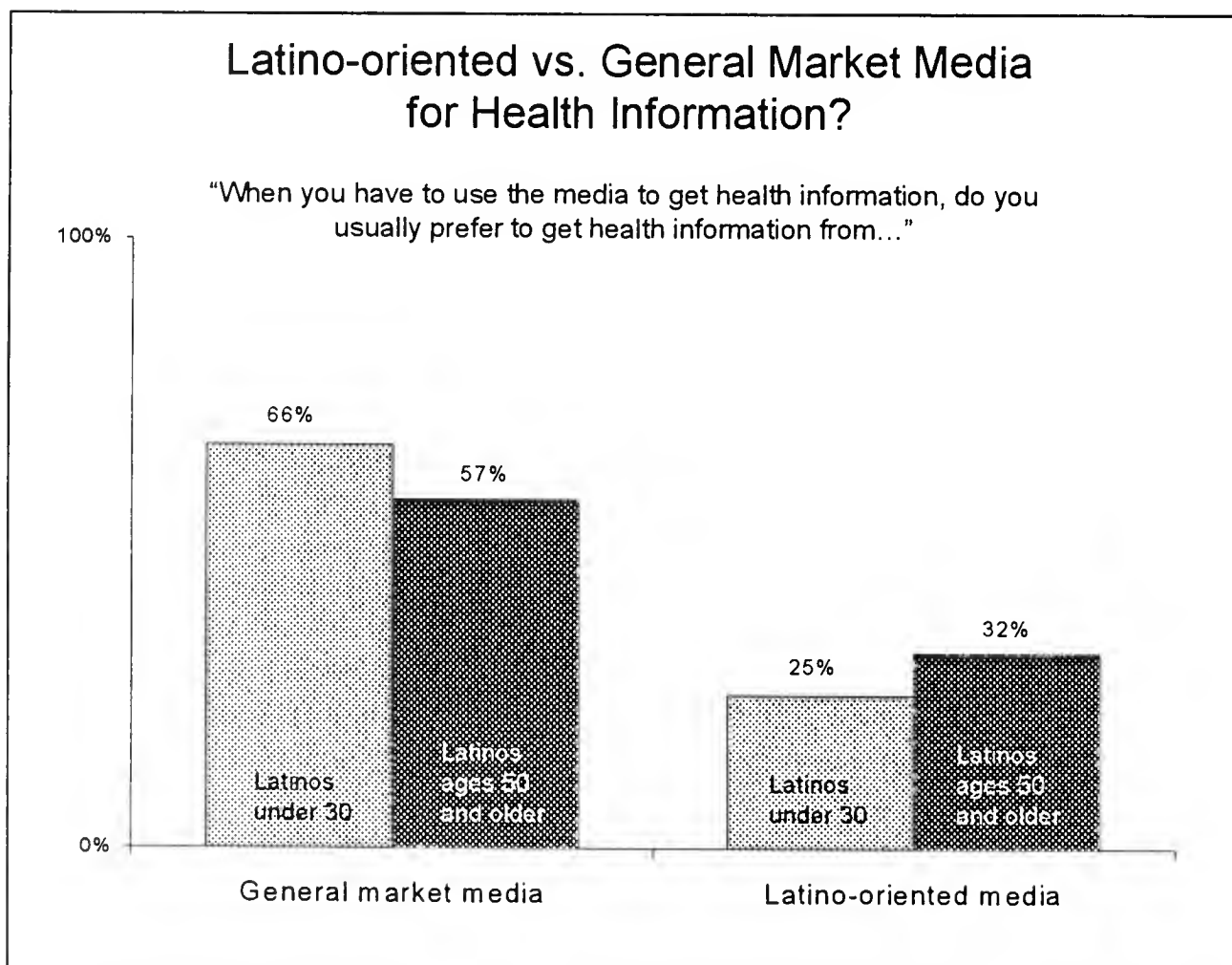
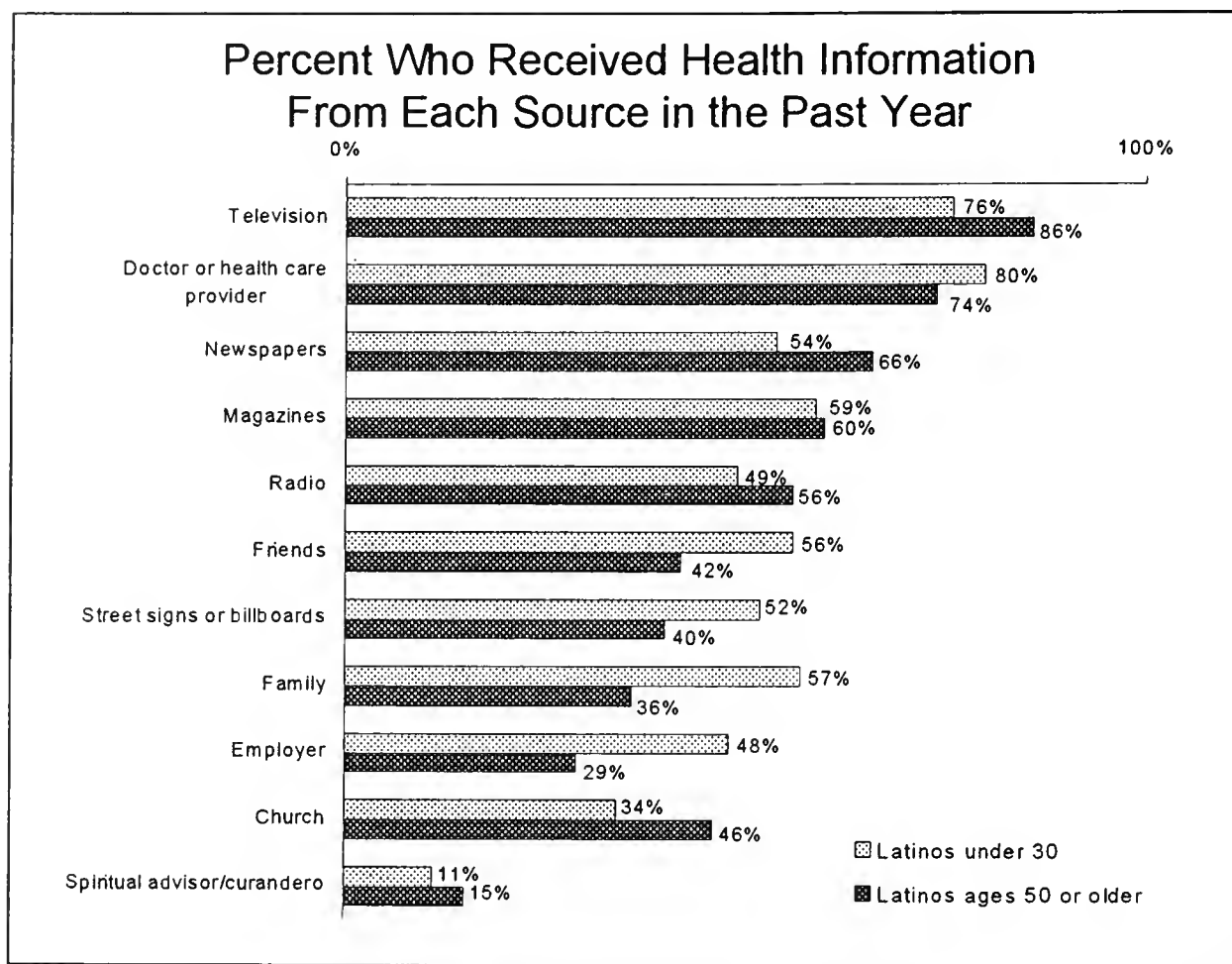
eral market media versus Latino-oriented media.

Latino-oriented media use

- Among all Latinos under 30, 46 percent watch national TV news and 46 percent local news on a Telemundo or Univision station and 31 percent say they regularly listen to Latino radio news or news talk shows. Fewer report regularly reading Hispanic publications: daily newspaper (17 percent), weekly or biweekly newspaper (10 percent), Hispanic newsmagazine (15 percent), Hispanic women's magazine (11 percent) and other Hispanic magazines (16 percent).

Older Latinos report similar use of Latino-oriented media

- Among Latinos 30 or older, 50 percent watch national TV news and 51 percent local news on a Telemundo or Univision station; 36 percent regularly listen to Hispanic radio programming. And for print media: daily Hispanic newspapers (16 percent), weekly or biweekly newspapers (19 percent), newsmagazines (17 percent), women's magazines (8 percent), and other Hispanic magazines (13 percent).
- General market media use is consistent across age groups with near equal proportions reporting regular use of each type.



ETHNIC BACKGROUND

The Latino population living in the US is diverse, representing multiple ethnic backgrounds and nationalities. US Latinos are primarily Mexican, Puerto Rican, Cuban, and Dominican, with smaller numbers identifying as Central or South American. The distribution of ethnic backgrounds¹ for Latinos surveyed—similar to the US Latino population overall—is as follows: 61 percent identify mainly as Mexican; 11 percent as Puerto Rican; 5 percent as Cuban; 4 percent as Dominican; 5 percent as Central American; and 3 percent as South American. Ten percent of those surveyed said they were of mixed backgrounds or didn't specifically identify with any ethnic or national background.

Some key differences in perceptions, health information desires and media use among Latinos of different ethnic backgrounds are presented below:

Latinos of all ethnic backgrounds agree that health and health-care related problems are a burden for Latinos in their area—but the degree of concern does vary

Dominican Latinos cite more worry over impact of health problems locally

- Dominican Latinos are more likely to say drug addiction (93 percent), unplanned teenage pregnancy (92 percent), smoking/tobacco-related illnesses (86 percent), HIV/AIDS (85 percent) and breast cancer (62 percent) are big problems for Latinos in their area. They also see, alcoholism, diabetes, heart disease, STDs and illnesses from toxic chemicals in the work place as big problems for Latinos locally.
- Central and South American Latinos are also more likely to identify certain health issues as big problems for their communities: alcoholism (76 percent), drug addiction (75 percent), smoking and tobacco-related illnesses (73 percent), as well as breast cancer (65 percent), HIV/AIDS (66 percent) and other STDs (65 percent)

- Concern among Cuban Latinos is higher for smoking/tobacco-related illnesses (74 percent) and HIV/AIDS (62 percent). But, Cuban Latinos are slightly less likely than all Latinos to say other conditions are big problems for Latinos in their communities. Smaller majorities say unplanned teenage pregnancy (66 percent), drug addiction (58 percent), and alcoholism (55 percent) are big problems.

Dominican and South or Central American Latinos are most likely to say health care barriers are big problems in their communities

- 82 percent of South or Central American Latinos say that not being able to afford necessary medical care is a big problem for Latinos in their area (compared to 71 percent of all Latinos).
- Dominican (87 percent) and South or Central American Latinos (74 percent) are more likely to say that the poor and elderly not getting adequate help from Medicare and Medicaid presents a big problem for their local communities (compared to 66 percent of all Latinos).

¹ Respondents were asked: "Is your background mainly Mexican, Puerto Rican, Cuban, Dominican, or some other Hispanic or Latino nationality?" If respondents answered "mixed" or a non-Hispanic nationality, they were then asked: "What ONE Hispanic or Latino nationality group do you MOST identify with?"

- And, Dominican Latinos (82 percent) are much more likely to say that language barriers to health care are a big problem for Latinos in their area (compared to 58 percent of all Latinos).

Dominican and Central and South American Latinos are more likely to want additional information about a variety of health related topics.

- Dominican Latinos are more likely to express a need for information about the following: where people can go for care if they don't have insurance (65 percent); Medicare (63 percent); and steps families can take to prevent illness (63 percent).
- For Central and South American Latinos, where people can go for care if they don't have insurance (72 percent); changes in government policy which might affect health care or health insurance (68 percent); illnesses more likely to affect Latinos and Medicare (both 64 percent) are all areas of greater information need.

Sources of health information vary across groups—Cuban Latinos report getting more health information from many sources.

- Television was the source cited most often by Latinos of all backgrounds as providing health information in the past year. And 54 percent of Dominican and 50 percent of Cuban Latinos say they got *a lot* of information from TV in the prior year.
- Cuban Latinos were more likely to say they got *a lot* of information from newspapers (33 percent), magazines (33 percent), and radio (20 percent), compared to all Latinos (23 percent, 25 percent, and 13 percent for each source, respectively).

Despite some differences in recent sources, television ranks as most

important source of health information for all groups in the past year

- Doctors or other health care providers were second most important for all.

Differences exist in strength of preference for general market media over Latino-oriented media as source of health news

- While Puerto Rican (63 percent) and Mexican Latinos (59 percent) state a clear preference for general market sources when using the media to get health information, Cuban and Dominican Latinos are more divided in their preferences. Forty-nine percent of Cuban Latinos prefer general market media (43 percent choose Latino-oriented media) and 52 percent of Dominican Latinos prefer general market media (45 percent prefer Latino-oriented media).

General market media provides more health information than Latino-oriented media for all but Dominican and Central and South American Latinos

- About half (47 percent) of Cuban and Puerto Rican Latinos say they got more health information from general market television broadcasts in the past year than they did from Latino-oriented broadcasts (32 percent and 13 percent, respectively).
- For Cuban and Puerto Rican Latinos, English-language newspapers and magazines also provided more health information than Spanish-language counterparts.
- In contrast, 44 percent of Dominican Latinos and 36 percent of Central or South American Latinos say they got more from Latino-oriented television broadcasts than from English-language programming (21 percent and 24 percent, respectively).

*For all news, not just health news,
Latinos of different ethnic backgrounds
turn to different sources*

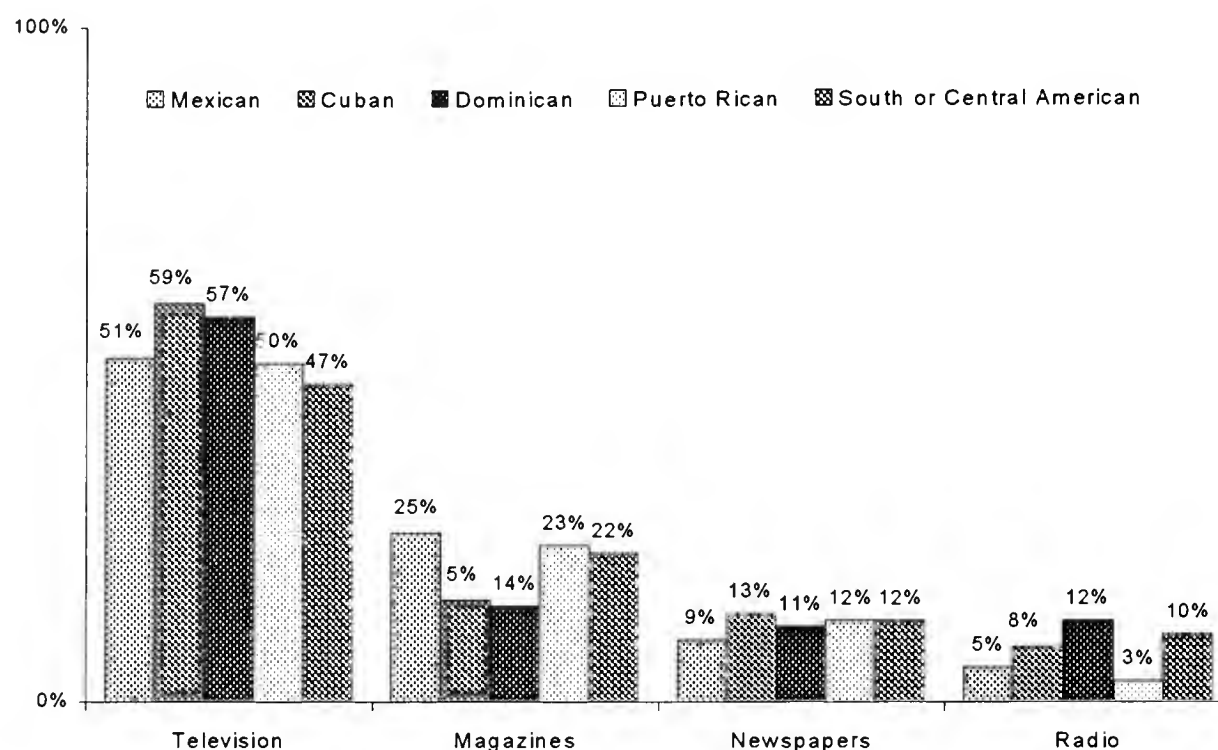
- Dominican Latinos usually turn to Latino-oriented media versus general market media for all news (58 percent versus 29 percent, 13 percent say “it depends”), as do Central or South American Latinos (51 percent versus 33 percent, 9 percent say “it depends”).

*Specific media consumption also varies
by ethnic group*

- In general, Cuban Latinos report more regular use of a variety of Latino news and information sources especially local (58 percent) and national (57 percent) news on a Univision or Telemundo station (compared to 51 and 49 percent of all Latinos respectively)
- Dominican and Central or South American Latinos also report higher use of these two sources.
- Among general market media sources, Puerto Ricans are more likely to watch local and national news as well as to read a daily English-language newspaper. Dominican Latinos are less likely to report regular use of these three sources.

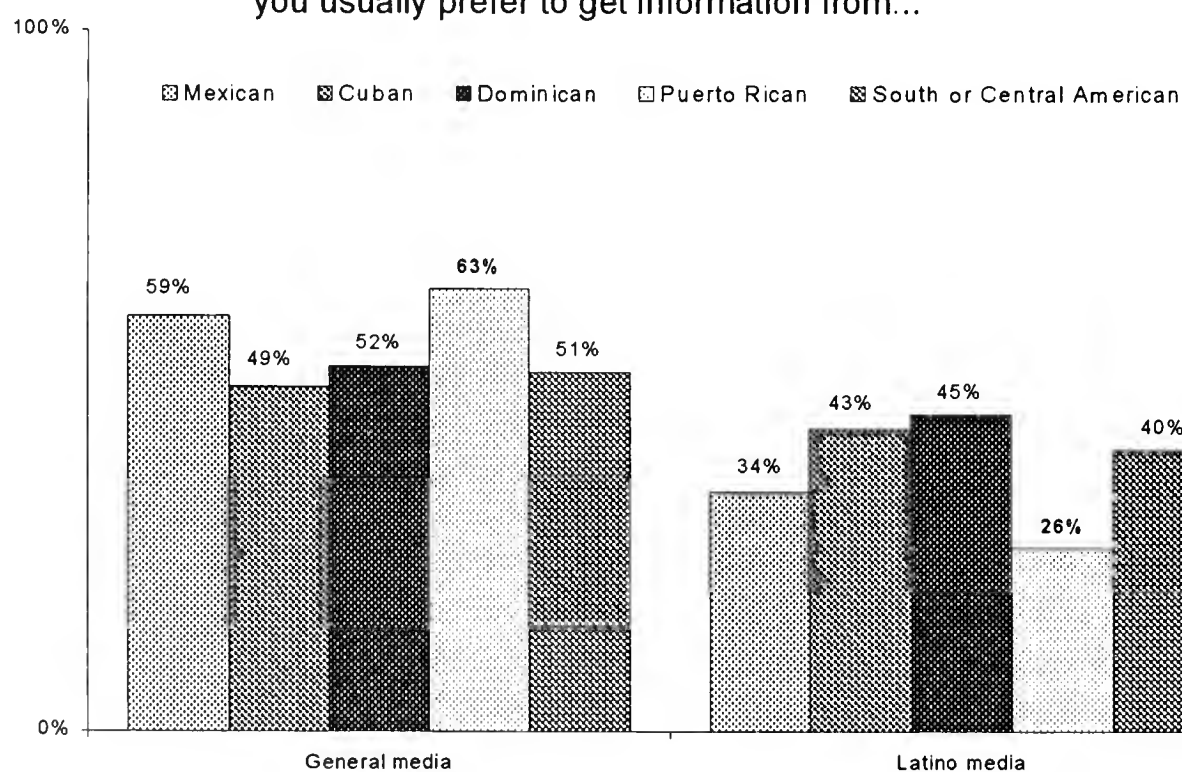
Preferred Media Source for Health Information

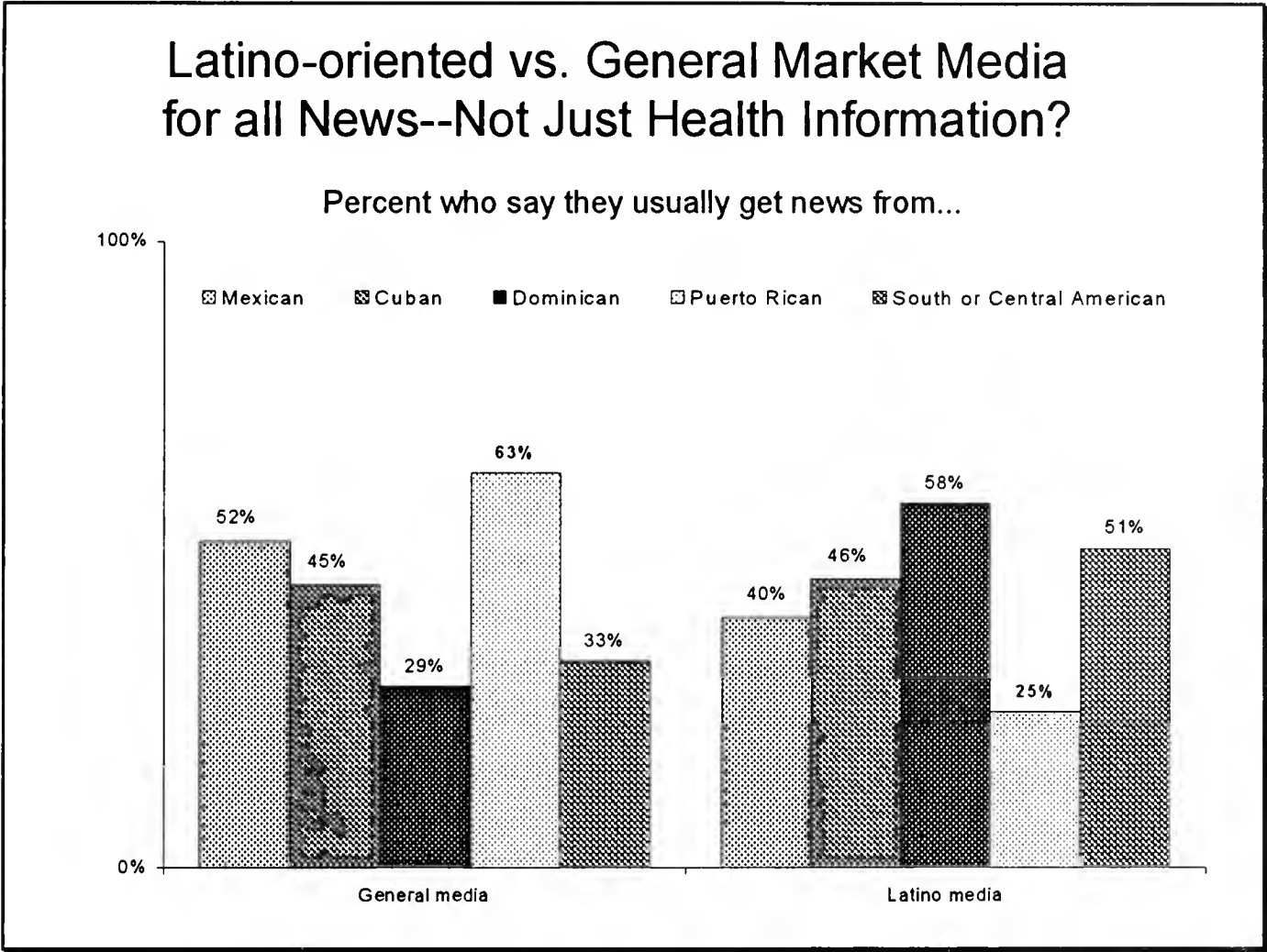
"When you have to use the media to get health information, do you usually prefer to get information from..."



Latino-oriented vs. General Market Media for Health Information?

"When you have to use the media to get health information, do you usually prefer to get information from..."





IMMIGRANT STATUS

Half (51 percent) of Latinos surveyed were born outside the US: nearly one in three (31 percent) have lived in this country for more than ten years, 20 percent moved to the US in the past five years (7 percent) or between 6 and 10 years ago (13 percent).

One important demographic difference to note is that 65 percent of Latinos born outside of the US report mainly speaking Spanish, compared to 12 percent of US born Latinos. Eighty-six percent of Latinos who immigrated in the past 5 years, 75 percent who immigrated between 6 and 10 years ago and 57 percent of Latinos who immigrated more than 10 years ago self-describe as predominately Spanish-speaking.

Latinos born outside the US, especially those who have lived in the US less than 10 years—see specific health conditions as a burden for Latinos in their area

- With the exception of unplanned pregnancy, for every health condition asked about—including cancer, heart disease, diabetes, drug and alcohol addiction, and sexually transmitted diseases—Latinos born outside the US were more likely to say it is a big problem for Latinos locally than were US born Latinos.

Asked about health care problems in particular, Latinos born outside the US say Latinos in their area face many problems getting care

- 78 percent of Latinos born outside the US say that the poor and elderly not getting enough help from Medicare and Medicaid is a big problem for Latinos in their area (compared to 53 percent of US born Latinos)
- Latinos born outside the US are also more likely to identify health care access problems stemming from language barriers (69 percent compared 46 percent of US born Latinos) and a shortage of good doctors and other health care providers (51 percent compared to 28 percent of US born Latinos) as big problems for Latinos living in their area.

Latinos born outside the US are more likely to want additional information about certain health and health care related topics

- 66 percent of all Latinos born outside the US, including 74 percent of Latinos who have immigrated to the US in the past 5 years, say they are not getting enough information about changes in government policy or health industry which impact the delivery of health care (compared to 53 percent of US born Latinos)
- 61 percent want more information about Medicare (compared to 48 percent of US born Latinos)
- 47 percent of Latinos born outside the US say they want more information about sexually transmitted diseases and how to prevent them (compared to 39 percent of US born Latinos)
- Recent immigrants are even more likely to want additional information on health topics including: HIV/AIDS; other sexually transmitted diseases; how to talk with children about AIDS, drugs, violence and sexuality; the influence of diet and nutrition on health; and steps families can take to prevent illness.

Like all Latinos, Latinos born outside the US got the most health information

from television and health care providers in the past year

- In fact there were few differences between Latinos born outside the US and US born Latinos in terms of health information sources. Two exceptions:
 - 65 percent of US born Latinos versus 53 percent of Latinos born outside the US say they got information about health or health care in from newspapers in the past year
 - 66 percent of US born Latinos versus 52 percent of Latinos born outside the US say they got information about health or health care in from magazines in the past year

Latinos born outside the US rate television as most important source of health information in the past year, followed by health care providers

- Television stands out as the most important source for Latinos born outside the US (39 percent), more so than does for US born Latinos (22 percent).
- Indeed, television clearly outranks other sources as the one that most Latinos born outside the US usually prefer when seeking information about health-related topics from the media. Compared to 42 percent of US born Latinos, 57 percent of Latinos born outside the US say they usually prefer to get health information from TV. Nineteen percent say magazines, 8 percent say radio and 6 percent prefer to get health information from newspapers.

Latinos born outside the US rely more on Spanish-language, Latino-oriented media, and prefer it as a source of health information

- 45 percent of Latinos born outside the US say they got more information about health and health care from watching

Spanish-language, Latino-oriented television (compared to 9 percent of US born Latinos).

- 42 percent of Latinos born outside the US (compared to 10 percent of US born Latinos) say they got more health information from Spanish-language radio, a near equal proportion (41 percent) say radio didn't provide any health information at all.
- For print media, language preference among Latinos born outside the US is less distinct: 26 percent say they got more health information from reading Spanish-language or Latino-oriented newspapers (21 percent say more from English-language newspapers) and 27 percent say Spanish-language or Latino-oriented magazines provided more health information (20 percent say English-language magazines provided more). Still 47 percent say they did not get any health information from newspapers or magazines in the past year.
- For US born Latinos, majorities say English-language, general market TV, newspapers and magazines provided more health information than their Spanish-language or Latino-oriented counterparts. For radio, 46 percent say they got no information about health, 36 percent say they got more from general market programming, and 10 percent say Latino-oriented programs provided more.
- 54 percent of Latinos born outside the US, including 62 percent of those who came to the US in the past 5 years, say they usually prefer Latino-oriented sources when using the media to get health information; 40 percent prefer the general market media. Among US born Latinos, 12 percent prefer to turn to Latino-oriented media sources.

Latinos born outside the US are much more likely to use Latino-oriented media on a regular basis

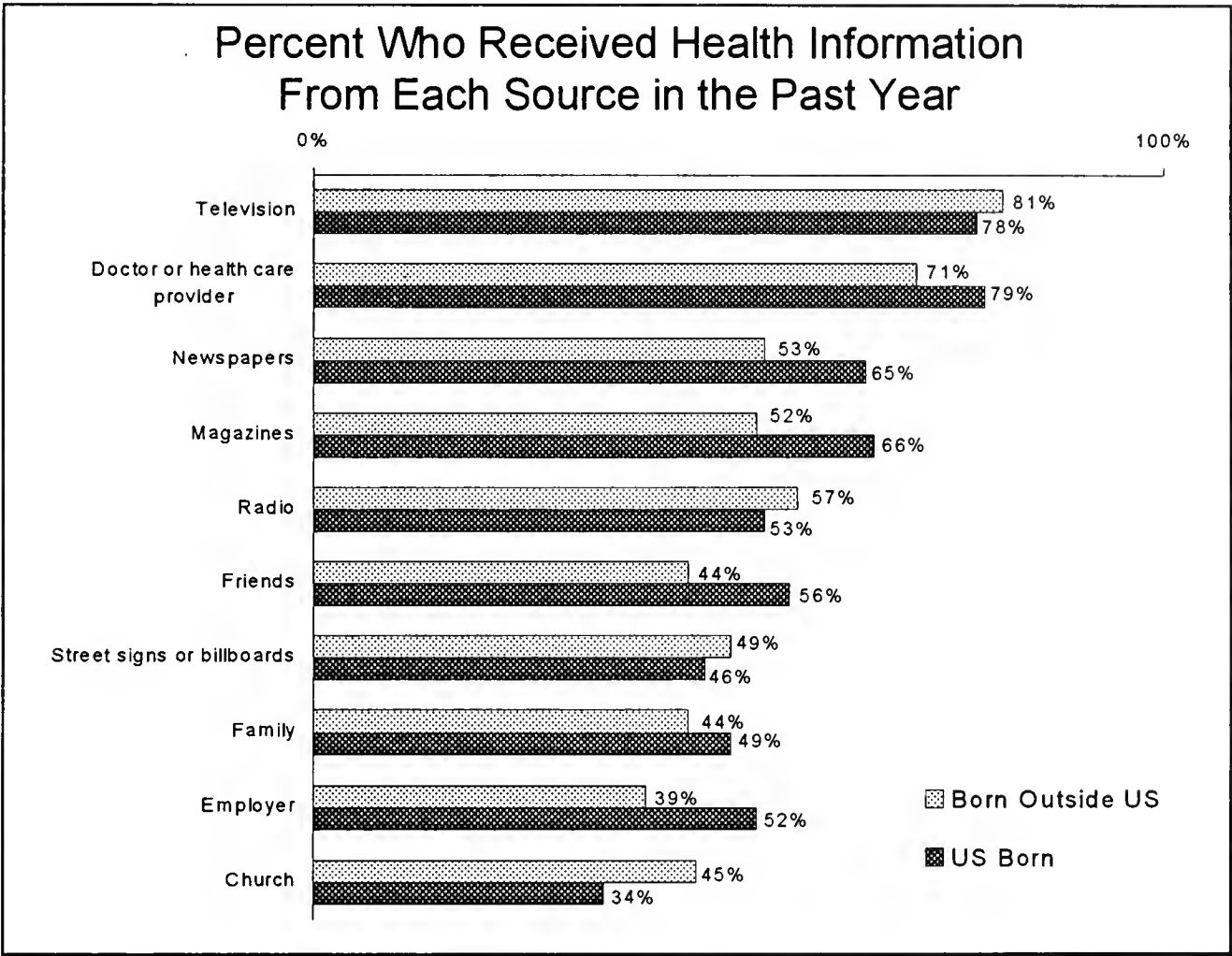
- 63 percent of Latinos born outside the US--and 75 percent of those who immigrated in the past 5 years--say they usually get news from Latino-oriented media (compared to 13 percent of US born Latinos). Just 26 percent prefer the general market media (compared to 80 percent of US born Latinos).
- 69 percent of Latino immigrants regularly watch local news on a Telemundo or Univision station (compared to 32 percent of US born Latinos).
- 71 percent regularly watch national news on these networks (compared to 27 percent of US born Latinos).
- Fewer—but still 47 percent—regularly listen to Hispanic radio news or radio news talk shows (compared to 23 percent of US born Latinos). Radio listening is lower among more recent immigrants, however, with 39 percent of those who immigrated to the US in the past 5 years reporting regular Latino radio use, compared to 54 percent of those who came to the US between 6 and 10 years ago and 46 percent of those who came more than 10 years ago.
- Regular use of Latino newspapers, magazines are also higher among Latinos born outside the US, though regular use is below a third for each.

Latinos born outside the US report less regular use of general market media

- And, in general, the most recently immigrated are least likely to use these general market media sources.
- 34 percent of Latinos who immigrated in the past 5 years report regularly watching national TV news in English (compared to 40 percent of all Latino immi-

grants and 71 percent of US born Latinos).

- And 27 percent of the most recent immigrants regularly watch local news in English, compared to 41 percent of all Latinos born outside the US and 77 percent of US born Latinos.
- Radio, magazines, and newspapers figure even less for immigrant Latinos, with anywhere from a third to two-thirds reporting never using any of these English-language media sources.



Survey Toplines

NOTE: ALL NUMBERS SHOWN ARE PERCENTAGES.

INTRODUCTION: Hello, my name is _____ and I'm calling for Princeton Survey Research. I'd like to ask a few questions of the **YOUNGEST MALE** age 18 or older, who is now at home. **(IF NO MALE AT HOME NOW:** Then, may I speak with the **OLDEST FEMALE** age 18 or older who is now at home) **(REPEAT INTRODUCTION IF RESPONDENT DID NOT ANSWER THE TELEPHONE).** We're calling people across the country to get their opinions about important issues in the news that might affect them personally. . .

SCREENING INTERVIEW:

S2. Are you of Hispanic or Latino background, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

S3. Is your background mainly Mexican, Puerto Rican, Cuban, Dominican, or some other Hispanic or Latino nationality? **PROBE BEFORE ACCEPTING "MIXED" OR A NON-HISPANIC NATIONALITY:** What **ONE** Hispanic or Latino nationality group do you **MOST** identify with?

Total	NYC metro	Miami metro	L.A. metro	
61	5	1	75	Mexican
11	42	7	2	Puerto Rican
5	3	56	1	Cuban
4	22	5	0	Dominican
3	10	6	*	Total South American
5	2	8	10	Total Central American
10	16	17	11	Other/Mixed
<u>1</u>	<u>*</u>	<u>*</u>	<u>1</u>	Don't know/Refused
100	100	100	100	

S4. We're giving people a choice of being interviewed in English or in Spanish. Would you like to continue in English, or would you rather be interviewed in Spanish?

Total	NYC metro	Miami metro	L.A. metro	
57	45	41	50	English
42	54	59	49	Spanish
1	1	*	1	Doesn't matter/No preference (VOL.)
<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	Don't know/Refused
100	100	100	100	

MAIN INTERVIEW:

D1. RECORD RESPONDENT'S SEX:

Total	NYC metro	Miami metro	L.A. metro	
48	47	47	46	Male
<u>52</u>	<u>53</u>	<u>53</u>	<u>54</u>	Female
100	100	100	100	

1. I'm going to name some different HEALTH CARE problems people have. As I read each one, tell me if you think it is a BIG problem for Hispanics in your area, a SMALL problem, or NOT a problem. (First,) what about... (INSERT--READ AND ROTATE)?
READ FOR FIRST ITEM, THEN REPEAT AS NECESSARY: Is this a big problem, a small problem, or not a problem for Hispanics in your area?

Big problem	Small problem	Not a problem	DK
----------------	------------------	------------------	----

- a. Being able to get health insurance coverage to help pay medical expenses...

National:	64	19	13	4	=100
NYC metro:	68	14	14	4	=100
Miami metro:	65	16	15	4	=100
L.A. metro:	71	15	11	3	=100

- b. Being able to afford the cost of necessary medical care...

National:	71	15	10	4	=100
NYC metro:	76	13	7	4	=100
Miami metro:	71	15	10	4	=100
L.A. metro:	69	16	12	3	=100

- c. The poor and elderly not getting enough help from government programs like Medicare and Medicaid (Medi-Cal) to pay medical bills...

National:	66	18	9	7	=100
NYC metro:	77	14	5	4	=100
Miami metro:	66	15	13	6	=100
L.A. metro:	71	14	11	4	=100

Continued

Q. 1, *continued*

		Big problem	Small problem	Not a problem	DK	
d.	Having enough good doctors and places nearby to get health care...					
	National:	39	25	33	3	=100
	NYC metro:	50	24	22	4	=100
	Miami metro:	41	18	39	2	=100
	L.A. metro:	46	24	28	2	=100

e.	Having difficulty getting necessary medical care because of not being able to speak or read English well enough...					
	National:	58	23	16	3	=100
	NYC metro:	73	18	8	1	=100
	Miami metro:	48	18	31	3	=100
	L.A. metro:	63	22	14	1	=100

2. We'd also like to know how much Hispanics in your area are being affected by some different illnesses and other health problems. (First,) what about... (INSERT-READ AND ROTATE)? READ FOR FIRST ITEM, THEN REPEAT AS NECESSARY: Is this a big problem, a small problem, or not a problem for Hispanics in your area?

		Big problem	Small problem	Not a problem	DK	
a.	Diabetes...					
	National:	64	21	7	8	=100
	NYC metro:	73	17	3	7	=100
	Miami metro:	62	22	6	10	=100
	L.A. metro:	63	22	8	7	=100

b.	Alcoholism...					
	National:	71	18	6	5	=100
	NYC metro:	75	16	3	6	=100
	Miami metro:	64	21	9	6	=100
	L.A. metro:	75	16	5	4	=100

Continued

Q. 2, *continued*

		Big problem	Small problem	Not a problem	DK	
c. Drug addiction...						
	National:	69	19	6	6	=100
	NYC metro:	83	11	1	5	=100
	Miami metro:	72	14	7	7	=100
	L.A. metro:	76	16	6	2	=100
d. Smoking and tobacco-related illnesses...						
	National:	64	23	6	7	=100
	NYC metro:	83	11	3	3	=100
	Miami metro:	76	15	5	4	=100
	L.A. metro:	68	21	7	4	=100
e. Illnesses from toxic chemicals in the workplace...						
	National:	39	26	24	11	=100
	NYC metro:	47	20	20	13	=100
	Miami metro:	42	20	25	13	=100
	L.A. metro:	47	26	18	9	=100
f. Heart disease, including high blood pressure...						
	National:	57	23	9	11	=100
	NYC metro:	72	18	4	6	=100
	Miami metro:	69	20	4	7	=100
	L.A. metro:	56	24	10	10	=100

Items g-h always asked as a pair, in order:

g. Cancer in general...						
	National:	56	25	8	11	=100
	NYC metro:	64	22	4	10	=100
	Miami metro:	72	15	6	7	=100
	L.A. metro:	62	17	10	11	=100

Continued

Q. 2, *continued*

	Big problem	Small problem	Not a problem	DK	
h. Breast cancer and cervical cancer...					
National:	47	27	10	16	=100
NYC metro:	58	24	4	14	=100
Miami metro:	58	20	6	16	=100
L.A. metro:	55	23	11	11	=100

Items i-k always asked last, in order:

i. AIDS or H-I-V, the virus that causes AIDS...

National:	53	24	11	12	=100
NYC metro:	77	13	2	8	=100
Miami metro:	70	16	6	8	=100
L.A. metro:	65	18	8	9	=100

j. Sexually transmitted diseases other than AIDS...

National:	51	26	11	12	=100
NYC metro:	71	15	4	10	=100
Miami metro:	61	21	8	10	=100
L.A. metro:	59	25	10	6	=100

k. Unplanned teenage pregnancies...

National:	80	12	4	4	=100
NYC metro:	85	8	2	5	=100
Miami metro:	74	15	6	5	=100
L.A. metro:	82	11	6	1	=100

3. As you may know, some people are at greater risk than other people of having certain illnesses and other health problems. Please tell me whether you think HISPANICS are more likely than others to have each of the following health problems. If you're not sure of an answer, that's okay, just say so. What about... (INSERT--READ AND ROTATE)?
 READ FOR FIRST ITEM AND THEN REPEAT AS NECESSARY: (As far as you know), are Hispanics more likely to have this health problem, or not?

	Yes	No	DK/Ref.	
a. Diabetes...				
National:	69	18	13	=100
NYC metro:	68	19	13	=100
Miami metro:	60	22	18	=100
L.A. metro:	68	18	14	=100
b. Breast cancer and cervical cancer...				
National:	43	31	26	=100
NYC metro:	47	29	24	=100
Miami metro:	39	32	29	=100
L.A. metro:	50	31	19	=100
c. High blood pressure...				
National:	69	18	13	=100
NYC metro:	74	17	9	=100
Miami metro:	70	16	14	=100
L.A. metro:	68	20	12	=100
d. Tuberculosis or T-B...				
National:	41	35	24	=100
NYC metro:	46	31	23	=100
Miami metro:	38	39	23	=100
L.A. metro:	51	30	19	=100
e. Asthma...				
National:	48	35	17	=100
NYC metro:	69	20	11	=100
Miami metro:	43	37	20	=100
L.A. metro:	45	38	17	=100

Continued

Q. 3, *continued*

	Yes	No	DK/Ref.	
f. Pneumonia...				
National:	37	39	24	=100
NYC metro:	42	37	21	=100
Miami metro:	34	42	24	=100
L.A. metro:	36	42	22	=100

Items g-i always asked last, in order:

g. AIDS or H-I-V...				
National:	43	37	20	=100
NYC metro:	61	24	15	=100
Miami metro:	53	30	17	=100
L.A. metro:	49	32	19	=100

h. Sexually transmitted diseases other than H-I-V...				
National:	49	31	20	=100
NYC metro:	61	26	13	=100
Miami metro:	53	29	18	=100
L.A. metro:	55	26	19	=100

i. Unplanned teenage pregnancies...				
National:	73	20	7	=100
NYC metro:	76	18	6	=100
Miami metro:	67	23	10	=100
L.A. metro:	83	11	6	=100

4. We'd like to know whether you and your family have been getting all the information you need about health and health care . . . Have you and your family been getting all the information you need about...(INSERT—READ AND ROTATE), or not?

		Yes, get info.	No, need Info.	NA (vol.)	DK/ Ref.	
a.	Changes in government policies and the health care industry that might affect your health care or health insurance...					
	National:	39	59	1	1	=100
	NYC metro:	34	63	1	2	=100
	Miami metro:	41	57	0	2	=100
	L.A. metro:	37	61	0	2	=100
b.	Medicare, the government program that helps pay medical bills for people over age 65 and the disabled...					
	National:	40	54	3	3	=100
	NYC metro:	38	57	2	3	=100
	Miami metro:	45	48	3	4	=100
	L.A. metro:	34	62	2	2	=100
c.	Medicaid (Medi-Cal), the government program that helps pay medical bills for people with low-incomes...					
	National:	44	50	3	3	=100
	NYC metro:	45	52	2	1	=100
	Miami metro:	44	52	1	3	=100
	L.A. metro:	45	50	3	2	=100
d.	How often women should get mammograms to test for breast cancer and pap smears to test for cervical cancer...					
	National:	62	34	1	3	=100
	NYC metro:	58	39	1	2	=100
	Miami metro:	68	29	1	2	=100
	L.A. metro:	65	34	*	1	=100

Continued

Q. 4, *continued*

	Yes, get info.	No, need Info.	NA (vol.)	DK/ Ref.	
e. Illnesses and medical conditions that are more likely to affect Hispanics...					
National:	39	58	1	2	=100
NYC metro:	39	58	1	2	=100
Miami metro:	43	55	*	2	=100
L.A. metro:	39	59	*	2	=100
f. Steps that families can take to prevent illnesses...					
National:	48	51	*	1	=100
NYC metro:	42	57	*	1	=100
Miami metro:	51	47	*	2	=100
L.A. metro:	47	52	*	1	=100
g. Birth control methods, how to use them, and how effective they are in preventing pregnancy...					
National:	59	35	4	2	=100
NYC metro:	52	42	5	1	=100
Miami metro:	60	34	4	2	=100
L.A. metro:	58	38	3	1	=100
h. How to talk with children about topics such as sexuality, AIDS, violence or drugs...					
National:	54	42	3	1	=100
NYC metro:	47	50	2	1	=100
Miami metro:	59	37	3	1	=100
L.A. metro:	51	46	3	*	=100
i. How diet and nutrition can affect people's health...					
National:	61	39	*	*	=100
NYC metro:	58	41	1	*	=100
Miami metro:	67	33	*	*	=100
L.A. metro:	57	42	*	1	=100

Continued

Q. 4, *continued*

	Yes, get info.	No, need info.	NA ¹ (vol.)	DK/ Ref.	
j. Where people who don't have health insurance can go for health care...					
National:	39	59	1	1	=100
NYC metro:	35	61	3	1	=100
Miami metro:	37	58	1	4	=100
L.A. metro:	37	60	1	2	=100

Items k-l Always asked as a pair, in order:

k. Testing, treatment and prevention of H-I-V, the virus that causes AIDS...

National:	52	46	1	1	=100
NYC metro:	57	41	1	1	=100
Miami metro:	56	43	*	1	=100
L.A. metro:	47	50	1	2	=100

l. Sexually transmitted diseases other than H-I-V, and how to prevent them...

National:	55	43	1	1	=100
NYC metro:	54	45	1	*	=100
Miami metro:	57	41	1	1	=100
L.A. metro:	53	46	*	1	=100

5. We'd also like to know WHERE you have been getting information about health and health care. Over the past year or so, did you get ANY information about health or health care from...(INSERT--READ AND ROTATE) or not?

	Yes	No	DK/Ref.	
a. Television...				
National:	80	20	*	=100
NYC metro:	78	22	0	=100
Miami metro:	86	14	0	=100
L.A. metro:	73	27	*	=100

Continued

¹ Item does not apply or respondent volunteers that they have no need for such information.

Q. 5, *continued*

		Yes	No	DK/Ref.	
b. Radio...					
	National:	55	44	1	=100
	NYC metro:	59	40	1	=100
	Miami metro:	53	46	1	=100
	L.A. metro:	54	45	1	=100
c. Newspapers...					
	National:	59	41	*	=100
	NYC metro:	57	42	1	=100
	Miami metro:	64	36	*	=100
	L.A. metro:	53	47	*	=100
d. Magazines...					
	National:	58	41	1	=100
	NYC metro:	59	41	*	=100
	Miami metro:	64	36	*	=100
	L.A. metro:	57	43	*	=100
e. Street signs, flyers or billboards, including advertisements on public transportation...					
	National:	48	51	1	=100
	NYC metro:	60	40	*	=100
	Miami metro:	54	45	1	=100
	L.A. metro:	51	48	1	=100
f. Your employer, that is, through your job...					
	National:	45	55	*	=100
	NYC metro:	40	60	*	=100
	Miami metro:	42	58	*	=100
	L.A. metro:	44	56	*	=100
g. Your church or place of worship...					
	National:	40	59	1	=100
	NYC metro:	42	58	*	=100
	Miami metro:	43	56	1	=100
	L.A. metro:	38	61	1	=100

Continued

Q. 5, *continued*

	Yes	No	DK/Ref.	
h. Your doctor, another health care provider, or a health clinic...				
National:	75	25	*	=100
NYC metro:	74	26	*	=100
Miami metro:	71	29	0	=100
L.A. metro:	71	28	1	=100

i. A spiritual advisor or "curandero"...				
National:	12	87	1	=100
NYC metro:	10	90	*	=100
Miami metro:	13	87	*	=100
L.A. metro:	8	91	1	=100

Items j-k always asked as a pair, in order:

j. Your (husband/wife) or other family members...				
National:	46	53	1	=100
NYC metro:	36	63	1	=100
Miami metro:	46	53	1	=100
L.A. metro:	43	56	1	=100

k. Friends				
National	50	50	*	=100
NYC metro:	45	55	*	=100
Miami metro:	53	47	*	=100
L.A. metro:	45	54	1	=100

6. What was your MOST important source of information about health and health care over the past year? Was it... (READ APPROPRIATE RESPONSES FROM Q.5)

Total	NYC metro	Miami metro	L.A. metro	
31	32	45	25	Television
3	5	4	5	Radio
4	3	4	3	Newspapers
8	7	9	10	Magazines
1	3	1	2	Street signs, flyers, or billboards
9	8	5	7	Your employer
3	2	1	5	Your church or place of worship
27	28	20	31	Your doctor, another health care provider, or a health clinic
1	*	0	0	A spiritual advisor or "curandero"
5	3	4	4	Your (husband/wife) or other family members
2	2	2	2	Friends
3	3	3	3	(DO NOT READ) Other source
2	2	1	3	No source used for health information in past year
<u>1</u>	<u>2</u>	<u>1</u>	<u>*</u>	(DO NOT READ) Don't know/Refused
100	100	100	100	

7. How much information about health and health care did you get from TELEVISION over the past year... (READ)

Total	NYC metro	Miami metro	L.A. metro	
35	39	48	31	A LOT of information, OR
38	33	29	32	A LITTLE information?
6	6	7	8	(VOL.) Some information
20	22	14	27	No information
<u>1</u>	<u>*</u>	<u>2</u>	<u>2</u>	(DO NOT READ) Don't know/Refused
100	100	100	100	

8. Did you get MORE of this information from watching...(READ):

Total	NYC metro	Miami metro	L.A. metro	
27	28	39	27	Spanish-language TV, OR...
40	33	29	30	English-language TV?
13	17	17	15	(VOL.) Both equally
20	22	14	27	No health information from TV
—*	—*	—1	—1	(DO NOT READ) Don't know/Refused
100	100	100	100	

9. How much information about health and health care did you get from RADIO over the past year... (READ)

Total	NYC metro	Miami metro	L.A. metro	
13	20	20	12	A LOT of information, OR
38	36	28	37	A LITTLE information?
3	2	3	3	(VOL.) Some information
44	40	47	45	No information
—2	—2	—2	—3	(DO NOT READ) Don't know/Refused
100	100	100	100	

10. Did you get MORE of this information from listening to...(READ):

Total	NYC metro	Miami metro	L.A. metro	
26	35	32	30	Spanish-language radio or radio specifically for Hispanics, OR...
23	18	13	19	English-language radio that is NOT specifically for Hispanics?
5	4	6	4	(VOL.) Both equally
44	40	46	45	No health information from radio
—2	—3	—3	—2	(DO NOT READ) Don't know/Refused
100	100	100	100	

11. How much information about health and health care did you get from NEWSPAPERS over the past year... (READ)

Total	NYC metro	Miami metro	L.A. metro	
23	23	28	20	A LOT of information, OR
32	30	30	30	A LITTLE information?
3	2	4	1	(VOL.) Some information
41	43	36	47	No information
<u>1</u>	<u>2</u>	<u>2</u>	<u>2</u>	(DO NOT READ) Don't know/Refused
100	100	100	100	

12. Did you get MORE of this information from reading...(READ)

Total	NYC metro	Miami metro	L.A. metro	
16	20	26	18	Spanish-language newspapers or newspapers specifically for Hispanics, OR...
38	29	26	28	English-language newspapers that are NOT specifically for Hispanics?
4	5	10	6	(VOL.) Both equally
41	43	36	47	No health information from newspapers
<u>1</u>	<u>3</u>	<u>2</u>	<u>1</u>	(DO NOT READ) Don't know/Refused
100	100	100	100	

13. How much information about health and health care did you get from MAGAZINES over the past year... (READ)

Total	NYC metro	Miami metro	L.A. metro	
25	29	32	22	A LOT of information, OR
30	26	28	32	A LITTLE information?
2	1	4	1	(VOL.) Some information
41	40	35	43	No information
<u>2</u>	<u>4</u>	<u>1</u>	<u>2</u>	(DO NOT READ) Don't know/Refused
100	100	100	100	

14. Did you get MORE of this information from reading...(READ):

Total	NYC metro	Miami metro	L.A. metro	
16	23	29	21	Spanish-language magazines or magazines specifically for Hispanics, OR...
38	31	28	29	English-language magazines that are NOT specifically for Hispanics?
3	4	7	5	(VOL.) Both equally
41	40	35	43	No health information from magazines
<u>2</u>	<u>2</u>	<u>1</u>	<u>2</u>	(DO NOT READ) Don't know/Refused
100	100	100	100	

15. We'd like to know if you think TV, radio, newspapers, magazines, and other media are doing enough stories about certain health issues . . . Are the media YOU USE MOST OFTEN doing enough stories about... (INSERT RELEVANT ITEMS FROM Q.4, IN SAME ORDER R HEARD IN Q.4)?/Are they doing enough stories about...

NOTE: Each item is based on those who say they need more information about the same item in question 5.

		Yes, doing enough	Not doing enough	DK/ Ref.		N
a.	Changes in government policies and the health care industry that might affect your health care or health insurance...					
	National:	34	62	4	=100	(1188)
	NYC metro:	42	53	5	=100	(315)
	Miami metro:	29	64	7	=100	(288)
	L.A. metro:	29	66	5	=100	(296)
b.	Medicare, the government program that helps pay medical bills for people over age 65 and the disabled...					
	National:	21	74	5	=100	(1100)
	NYC metro:	33	63	4	=100	(287)
	Miami metro:	26	67	7	=100	(243)
	L.A. metro:	22	72	6	=100	(306)

Continued

Q. 15, *continued*

		Yes, doing enough	Not doing enough	DK/ Ref.		N
c.	Medicaid (Medi-Cal), the government program that helps pay medical bills for people with low-incomes...					
	National:	21	75	4	=100	(1014)
	NYC metro:	24	71	5	=100	(256)
	Miami metro:	24	69	7	=100	(264)
	L.A. metro:	22	73	5	=100	(250)
d.	How often women should get mammograms to test for breast cancer and pap smears to test for cervical cancer...					
	National:	37	63	*	=100	(274)
	NYC metro:	43	57	0	=100	(88)
	Miami metro:	37	62	1	=100	(57)
	L.A. metro:	37	62	1	=100	(62)
e.	Illnesses and medical conditions that are more likely to affect Hispanics...					
	National:	27	69	4	=100	(1141)
	NYC metro:	34	63	3	=100	(295)
	Miami metro:	35	61	5	=100	(274)
	L.A. metro:	25	70	5	=100	(282)
f.	Steps that families can take to prevent illnesses...					
	National:	34	63	4	=100	(1008)
	NYC metro:	40	56	4	=100	(281)
	Miami metro:	37	61	2	=100	(234)
	L.A. metro:	32	62	6	=100	(246)
g.	Birth control methods, how to use them, and how effective they are in preventing pregnancy...					
	National:	28	68	4	=100	(721)
	NYC metro:	39	56	5	=100	(312)
	Miami metro:	38	56	6	=100	(130)
	L.A. metro:	29	67	4	=100	(178)

Continued

Q. 15, *continued*

		Yes, doing enough	Not doing enough	DK/ Ref.		N
h.	How to talk with children about topics such as sexuality, AIDS, violence or drugs...					
	National:	28	69	3	=100	(859)
	NYC metro:	40	57	3	=100	(253)
	Miami metro:	34	63	3	=100	(186)
	L.A. metro:	30	67	3	=100	(216)
i.	How diet and nutrition can affect people's health...					
	National:	39	59	2	=100	(747)
	NYC metro:	44	55	1	=100	(210)
	Miami metro:	48	50	2	=100	(163)
	L.A. metro:	43	54	3	=100	(192)
j.	Where people who don't have health insurance can go for health care...					
	National:	19	76	5	=100	(1179)
	NYC metro:	25	69	6	=100	(311)
	Miami metro:	19	79	2	=100	(298)
	L.A. metro:	22	74	4	=100	(278)

Items k-l Always asked as a pair, in order:

k.	Testing, treatment and prevention of H-I-V, the virus that causes AIDS...					
	National:	40	54	6	=100	(877)
	NYC metro:	35	56	9	=100	(212)
	Miami metro:	48	48	4	=100	(215)
	L.A. metro:	38	56	6	=100	(230)
l.	Sexually transmitted diseases other than H-I-V, and how to prevent them...					
	National:	35	62	3	=100	(858)
	NYC metro:	42	54	4	=100	(231)
	Miami metro:	39	57	4	=100	(211)
	L.A. metro:	30	69	1	=100	(214)

NOTE: RANDOM ONE-HALF OF SAMPLE ASKED Q.16-22 IN SEQUENTIAL ORDER; OTHER ONE-HALF ASKED Q.20-22 FOLLOWED BY Q.16-19.

16. Now I'd like your opinion of the way the HISPANIC MEDIA covers health and health care. By Hispanic media, I mean Spanish-language TV, radio, newspapers, magazines, and other media specifically for Hispanics. Do you think the Hispanic media are doing a good job or a bad job of telling you and your family what you need to know about health and health care?

Total	NYC metro	Miami metro	L.A. metro	
54	61	59	54	Good job
17	17	20	20	Bad job
8	7	8	12	(VOL.) Mixed/Some good, some bad
<u>21</u>	<u>15</u>	<u>13</u>	<u>14</u>	Don't know/Refused
100	100	100	100	

17. Are the Hispanic media doing enough stories about the health and health care issues that are most important to you and your family, or not?

Total	NYC metro	Miami metro	L.A. metro	
44	51	53	42	Doing enough stories
36	35	33	41	Not enough stories
<u>20</u>	<u>14</u>	<u>14</u>	<u>17</u>	Don't know/Refused
100	100	100	100	

18. When the Hispanic media cover important health issues... (ROTATE ORDER OF a-c)

- a. Is their reporting usually accurate or is it often inaccurate?

Total	NYC metro	Miami metro	L.A. metro	
60	63	67	57	Accurate
15	17	15	21	Inaccurate
<u>25</u>	<u>20</u>	<u>18</u>	<u>22</u>	Don't know/Refused
100	100	100	100	

Continued

Q. 18, *continued*

- b. Is their reporting usually clear and easy to understand or is it often confusing and hard to follow?

Total	NYC metro	Miami metro	L.A. metro	
56	62	70	55	Clear and easy to understand
24	24	18	27	Often confusing and hard to follow
<u>20</u>	<u>14</u>	<u>12</u>	<u>18</u>	Don't know/Refused
100	100	100	100	

- c. Does their reporting usually go into enough detail, or is there NOT enough detail?

Total	NYC metro	Miami metro	L.A. metro	
44	51	55	37	Enough detail
36	33	32	46	Not enough detail
<u>20</u>	<u>16</u>	<u>13</u>	<u>17</u>	Don't know/Refused
100	100	100	100	

19. Now I'd like your opinion of the way the GENERAL MEDIA covers health and health care. By general media, I mean English-language TV, radio, newspapers, and other media that is NOT specifically for Hispanics. Do you think the general media are doing a good job or a bad job of telling you and your family what you need to know about health and health care?

Total	NYC metro	Miami metro	L.A. metro	
59	58	56	57	Good job
24	29	20	27	Bad job
10	6	11	9	(VOL.) Mixed/Some good, some bad
<u>7</u>	<u>7</u>	<u>13</u>	<u>7</u>	Don't know/Refused
100	100	100	100	

20. Are the general media doing enough stories about the health and health care issues that are most important to you and your family, or not?

Total	NYC metro	Miami metro	L.A. metro	
50	50	47	48	Doing enough stories
42	43	39	43	Not enough stories
<u>8</u>	<u>7</u>	<u>14</u>	<u>9</u>	Don't know/Refused
100	100	100	100	

21. When the general media cover important health issues... (ROTATE ORDER OF a-c)

- a. Is their reporting usually accurate or is it often inaccurate?

Total	NYC metro	Miami metro	L.A. metro	
67	60	64	65	Accurate
17	20	14	20	Inaccurate
<u>16</u>	<u>20</u>	<u>22</u>	<u>15</u>	Don't know/Refused
100	100	100	100	

- b. Is their reporting usually clear and easy to understand or is it often confusing and hard to follow?

Total	NYC metro	Miami metro	L.A. metro	
61	60	64	57	Clear and easy to understand
32	32	23	33	Often confusing and hard to follow
<u>7</u>	<u>8</u>	<u>13</u>	<u>10</u>	Don't know/Refused
100	100	100	100	

- c. Does their reporting usually go into enough detail, or is there NOT enough detail?

Total	NYC metro	Miami metro	L.A. metro	
45	45	51	41	Enough detail
45	45	35	51	Not enough detail
<u>10</u>	<u>10</u>	<u>14</u>	<u>8</u>	Don't know/Refused
100	100	100	100	

22. When you HAVE TO use the media to get information about health and health care, do you usually prefer to use the Hispanic media or the general media?

Total	NYC metro	Miami metro	L.A. metro	
33	37	43	39	Hispanic media
60	56	48	52	General media
4	4	5	5	(VOL.) It depends
1	2	2	2	Both Equally
*	*	*	1	Other
<u>2</u>	<u>1</u>	<u>2</u>	<u>1</u>	Don't know/Refused
100	100	100	100	

23. Do you usually prefer to get health information from... (READ)

Total	NYC metro	Miami metro	L.A. metro	
50	46	58	44	Television
6	8	6	8	Radio
10	12	9	12	Newspapers, OR
24	26	18	22	Magazines?
3	3	4	4	(VOL.) It depends
2	1	2	4	(VOL.) Doctor's office/Health care provider
3	3	*	4	Other
<u>2</u>	<u>1</u>	<u>3</u>	<u>2</u>	(DO NOT READ) Don't know/Refused
100	100	100	100	

24. Now I have a few questions about your own health care... Are you, yourself, now covered by any form of health insurance or health plan?

Total	NYC metro	Miami metro	L.A. metro	
66	62	68	59	Yes
33	37	31	41	No
<u>1</u>	<u>1</u>	<u>1</u>	<u>*</u>	Don't know/Refused
100	100	100	100	

25. Are you, yourself, now covered by Medicare, the government program that pays health care bills for people over 65 and the disabled?

Total	NYC metro	Miami metro	L.A. metro	
11	12	18	6	Yes
88	87	80	93	No
<u>1</u>	<u>1</u>	<u>2</u>	<u>1</u>	Don't know/Refused
100	100	100	100	

26. Are you, yourself, now covered by Medicaid (Medi-Cal) or public assistance?

Total	NYC metro	Miami metro	L.A. metro	
18	29	15	14	Yes
81	70	84	85	No
<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	Don't know/Refused
100	100	100	100	

27. Do you, or does someone in your family, have a spiritual advisor or “curandero”?

Total	NYC metro	Miami metro	L.A. metro	
16	10	20	9	Yes
83	89	80	90	No
<u>1</u>	<u>1</u>	<u>*</u>	<u>1</u>	Don't know/Refused
100	100	100	100	

28. Now I have a few questions about WHERE YOU GET YOUR NEWS—ALL KINDS OF NEWS, not just news about health or health care. Do you get your news MAINLY from... (READ)

Total	NYC metro	Miami metro	L.A. metro	
39	44	54	44	Spanish-language TV, radio, newspapers or other media specifically for Hispanics OR mainly from...
52	42	34	42	English-language media that is NOT specifically for Hispanics?
6	10	7	7	(VOL.) It depends
2	3	4	4	Both Equally
*	0	*	1	(VOL.) Other
<u>1</u>	<u>1</u>	<u>1</u>	<u>2</u>	(DO NOT READ) Don't know/Refused
100	100	100	100	

29. Please tell me how often you, yourself, use each of the following Spanish-language media and other media specifically for Hispanics. How often do you...(INSERT-READ AND ROTATE)? Regularly, sometimes, hardly ever, or never?

Items a-b always rotated as a pair, in order:

	Regularly	Some- times	Hardly ever	Never	DK/ Ref.
a. Watch NATIONAL TV news on a Univision or Telemundo station...					
National:	49	22	11	18	*
NYC metro:	58	21	10	10	1
Miami metro:	65	17	9	9	0
L.A. metro:	57	23	8	12	*

Continued

Q. 29, *continued*

	Regularly	Some- times	Hardly ever	Never	DK/ Ref.
b. Watch LOCAL TV news on a Univision or Telemundo station					
National:	51	20	11	18	*
NYC metro:	59	22	10	8	1
Miami metro:	65	17	8	10	0
L.A. metro:	56	24	9	11	*
c. Listen to Hispanic radio news or radio news talk shows					
	35	25	18	22	*
NYC metro:	42	30	15	13	*
Miami metro:	45	21	14	20	*
L.A. metro:	36	24	18	22	*

Items d-e always rotated as a pair, in order:

d. Read a Hispanic DAILY newspaper...

National:	17	23	24	36	*
NYC metro:	18	33	21	28	0
Miami metro:	35	23	16	25	1
L.A. metro:	22	28	22	28	*

e. Read a Hispanic WEEKLY OR
BIWEEKLY newspaper...

National:	17	22	21	40	*
NYC metro:	21	27	20	32	*
Miami metro:	31	20	15	34	0
L.A. metro:	19	24	20	37	*

Items f-h always rotated as a group, in order:

f. Read Hispanic NEWS magazines...

National:	17	25	23	35	*
NYC metro:	17	32	23	28	*
Miami metro:	28	23	18	31	*
L.A. metro:	20	28	23	28	1

Continued

Q. 29, *continued*

	Regularly	Some- times	Hardly ever	Never	DK/ Ref.
g. Read Hispanic WOMEN'S magazines...					
National:	10	18	19	52	1
NYC metro:	9	26	19	46	0
Miami metro:	19	20	14	47	*
L.A. metro:	13	19	21	47	*
h. Read OTHER Hispanic magazines...					
National:	14	25	21	39	1
NYC metro:	15	27	26	32	0
Miami metro:	25	22	18	35	*
L.A. metro:	14	30	23	33	*

30. Now I'd like to know how often you, yourself, use each of the following general media that are NOT specifically for Hispanics. How often do you...(INSERT-READ AND ROTATE)? Regularly, sometimes, hardly ever, or never?

Items a-b always rotated as a pair, in order:

	Regularly	Some- times	Hardly ever	Never	DK/ Ref.
a. Watch NATIONAL TV news in English...					
National:	55	25	7	12	1
NYC metro:	52	31	5	12	*
Miami metro:	49	26	5	17	3
L.A. metro:	50	32	9	9	*
b. Watch LOCAL TV news in English...					
National:	58	22	7	13	*
NYC metro:	52	31	5	12	0
Miami metro:	48	25	7	16	4
L.A. metro:	52	28	8	11	1

Continued

Q. 30, *continued*

		Regularly	Some- times	Hardly ever	Never	DK/ Ref.
c.	Listen to radio news or radio news talk shows that are NOT specifically for Hispanics...					
	National:	34	25	15	25	1
	NYC metro:	31	28	16	25	0
	Miami metro:	28	23	17	29	3
	L.A. metro:	30	25	18	26	1
d.	Read a DAILY newspaper that is NOT specifically for Hispanics...					
		38	26	13	23	*
	NYC metro:	36	27	13	24	*
	Miami metro:	34	23	14	26	3
	L.A. metro:	27	32	17	24	*
e.	Read an English-language news magazine, like <i>Time</i> or <i>Newsweek</i> ...					
	National:	21	30	17	31	1
	NYC metro:	22	35	11	32	0
	Miami metro:	27	25	13	32	3
	L.A. metro:	20	32	18	30	*
f.	Read English-language women's magazines such as <i>Glamour</i> or <i>Family Circle</i> ...					
	National:	14	20	17	48	1
	NYC metro:	11	21	16	52	*
	Miami metro:	17	19	9	52	3
	L.A. metro:	11	19	21	48	1
g.	Read English-language magazines about health and fitness such as <i>Self</i> or <i>Men's Health</i> ...					
	National:	21	29	17	33	*
	NYC metro:	28	24	17	31	0
	Miami metro:	22	24	12	3	0
	L.A. metro:	15	30	19	36	*

DEMOGRAPHICS:

Now I have just a few questions so we can describe the kinds of people who participate in this survey...

D2. Are you **NOW** employed full-time, part-time, are you retired, or are you not employed for pay?

Total	NYC metro	Miami metro	L.A. metro	
56	52	55	50	Full-time
12	10	12	15	Part-time
6	7	12	3	Retired
21	25	16	26	Not employed
2	3	3	2	(VOL.) Disabled
3	3	2	3	(VOL.) Other (full-time student, homemaker, etc.)
*	*	*	0	Don't know
*	*	0	1	Refused
<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	

D3. Are you married, **LIVING AS** married, divorced, separated, widowed, or have you never been married?

Total	NYC metro	Miami metro	L.A. metro	
51	35	50	49	Married
6	5	6	6	Living as married
8	11	12	7	Divorced
5	12	5	7	Separated
4	5	6	3	Widowed
25	32	21	27	Never been married
*	*	*	*	Don't know
<u>1</u>	<u>*</u>	<u>*</u>	<u>1</u>	Refused
<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	

D4. Are you the parent or guardian of any children under 18 now living in your household?

Total	NYC metro	Miami metro	L.A. metro	
53	46	35	56	Yes
47	53	65	44	No
*	0	*	0	Don't know
<u>*</u>	<u>1</u>	<u>0</u>	<u>*</u>	Refused
100	100	100	100	

D5. How important would you say religion is in your life... (READ)

Total	NYC metro	Miami metro	L.A. metro	
70	67	67	69	Very important
20	23	22	19	Fairly important, OR
8	9	10	10	Not very important?
1	1	1	1	(DO NOT READ) Don't know
<u>1</u>	<u>*</u>	<u>*</u>	<u>1</u>	(DO NOT READ) Refused
100	100	100	100	

D6. What is your religious preference? Are you Protestant, Roman Catholic, Pentecostal, or some other religion?

Total	NYC metro	Miami metro	L.A. metro	
20	13	17	15	Protestant
68	72	70	71	Roman Catholic
5	6	3	4	Pentecostal
2	3	2	3	Other religion
4	4	6	6	(VOL.) No religion/Atheist/Agnostic
*	1	1	*	Don't know
<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	Refused
100	100	100	100	

D7. What is the LAST grade or class that you COMPLETED in school? (DO NOT READ)

Total	NYC metro	Miami metro	L.A. metro	
19	16	15	24	None, or grade 1-8
22	32	19	20	High school incomplete (grades 9-11)
27	21	23	29	High school graduate (grade 12 or GED certificate)
4	4	5	3	Business, technical, or vocational school AFTER high school
19	19	20	14	Some college, no 4-year degree
7	6	13	6	College graduate (B.S., B.A., or other 4-year degree)
2	2	4	3	Post-graduate training or professional schooling after college
*	*	*	*	Don't know
*	*	<u>1</u>	<u>1</u>	Refused
100	100	100	100	

D8. What is your age?

Total	NYC metro	Miami metro	L.A. metro	
33	35	28	38	18 - 29 years
45	40	35	45	30 - 49 years
13	17	19	10	50 - 64 years
4	5	8	3	65 years or older
<u>5</u>	<u>3</u>	<u>10</u>	<u>4</u>	Refused
100	100	100	100	

D9. Is there anyone aged 65 years or older NOW living in your household?

Total	NYC metro	Miami metro	L.A. metro	
17	14	28	15	Yes
82	86	72	85	No
*	0	0	*	Don't know
<u>1</u>	<u>*</u>	<u>*</u>	<u>*</u>	Refused
100	100	100	100	

D10. Where were you born... (READ)

Total	NYC metro	Miami metro	L.A. metro	
36	26	13	28	In the United States, near the place you now live
9	4	8	6	Somewhere else in the United States, OR
51	53	78	65	In another country?
4	17	1	*	(VOL.) Puerto Rico/Other U.S. territory
0	0	0	0	(DO NOT READ) Don't know
*	*	*	1	(DO NOT READ) Refused
100	100	100	100	

D11. How many years have you lived in the United States?

Based on those not born in the United States or a U.S. territory.

Total	NYC metro	Miami metro	L.A. metro	
13	18	21	12	5 years or less
25	23	15	22	6 to 10 years
22	20	15	25	11 to 15 years
17	13	16	18	16 to 20 years
15	17	18	18	21 to 30 years
6	5	13	3	31 to 40 years
2	4	2	2	More than 40 years
*	*	0	*	Don't know
*	0	*	*	Refused
100	100	100	100	(n=8757)

D12. Were either of your parents born in another country, or were they BOTH born in the United States?

Total	NYC metro	Miami metro	L.A. metro	
22	20	17	22	One parent/both parents born in another country
27	27	5	12	Both born in U.S. (including Puerto Rico or other U.S. territory)
51	53	78	65	Self born in another country
*	*	0	*	Don't know
*	*	*	1	Refused
100	100	100	100	

D13. RECORD LANGUAGE OF INTERVIEW:

Total	NYC metro	Miami metro	L.A. metro	
55	45	37	47	All in English
43	50	60	51	All in Spanish
<u>2</u>	<u>5</u>	<u>3</u>	<u>2</u>	Some Spanish/Some English
100	100	100	100	

D14. Do you speak... (READ)

Total	NYC metro	Miami metro	L.A. metro	
10	9	19	10	Only Spanish with NO English
29	35	38	38	Mostly Spanish with some English
31	32	31	30	Both Spanish and English equally
24	23	11	18	Mostly English with some Spanish
6	1	1	4	Only English with NO Spanish
<u>*</u>	<u>*</u>	<u>*</u>	<u>*</u>	(DO NOT READ) Don't know/Refused
100	100	100	100	

D15. Last year, that is in 1997, what was your total family income from all sources, before taxes? Just stop me when I get to the right category. (READ)

Total	NYC metro	Miami metro	L.A. metro	
15	22	17	20	Less than \$10,000
28	14	23	26	\$10,000 to under \$20,000
17	13	19	14	\$20,000 to under \$30,000
16	9	13	13	\$30,000 to under \$50,000
7	12	6	5	\$50,000 to under \$75,000
3	2	4	4	\$75,000 to under \$100,000
2	1	3	1	\$100,000 or more
9	21	10	14	(VOL.) Don't know
<u>3</u>	<u>6</u>	<u>5</u>	<u>3</u>	(VOL.) Refused
100	100	100	100	

D16. What is your race? Are you white, black, Asian, or some other race? IF R SAYS
“HISPANIC” OR “LATINO” ASK: Do you consider yourself a WHITE
 (Hispanic/Latino) or a BLACK (Hispanic/Latino)?

Total	NYC metro	Miami metro	L.A. metro	
67	51	84	57	White
9	21	7	9	Black/African-American
*	*	0	1	Asian
19	18	6	26	Other or mixed race
3	8	2	4	Don't know
<u>2</u>	<u>2</u>	<u>1</u>	<u>3</u>	Refused
100	100	100	100	

That completes the interview. Thank you very much for your time and cooperation. Have a nice day/evening.

